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Are you a tight wad?

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DETROIT

A tight wad with your client's money, we mean. Do you make every penny count when you buy radio time? Well, in Baltimore, the station for you is WITH!

Because WITH's rates are *low*—and WITH's audience is *big*, big and responsive. Even SMALL appropriations do a BIG job for you on WITH.

Here's proof: *WITH regularly carries the advertising of twice as many local merchants as any other station in town.* For just one good reason: WITH produces *low-cost results!* Get the whole WITH story from your Forjoe man today!

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

W-I-T-H

IN BALTIMORE

XUM

Woodrow Wilson served mankind

The Wilson Memorial at Poznan, Poland

Thomas Woodrow Wilson, distinguished Virginian and 28th president of the United States, was a practical idealist. After leading the nation through the grueling years of World War 1 he fought tooth and nail to build the League of Nations as a worldwide Gibraltar of democracy.

His age predated commercial broadcasting by a few scant years. But we suspect that had radio and television been available he would have used them to the full. The persuasiveness of voice broadcasting, the remarkable ability of radio and TV to be of service, would have meant a great deal to Woodrow Wilson.

Havens & Martin Stations broadcast in the Wilson tradition — they broadcast to serve.

WMBG AM **WCOD** FM

WTVR TV

Havens & Martin Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

*WIKK—a 5,000-watt ABC affiliate, purchase awaiting approval of F.C.C. Edward Lamb stations all work closely with the 132-year-old newspaper — the aggressive daily and Sunday ERIE DISPATCH.

...They SELL!...they knock inventories down to size

Every Edward Lamb Enterprise is geared to produce sales for its advertisers. Lamb Stations move the goods and cut down inventories and this spells Profits for our Sponsors. Getting distribution and quick retail sales for advertisers entering the market is a primary obligation of an effective medium!

First Prize in the 1951 Colgate-Palmolive-Peet Merchandising Contest was granted to "Ted" Lamb's famous WICU-TV Station, Erie, Pa. WICU has now increased its power more than 1,000% and becomes one of the most powerful TV stations in the world!

The proven ability, facilities, experience . . . and enthusiasm . . . in delivering to advertisers the utmost in merchandising cooperation is the earmark of an Edward Lamb Station.

Ask our representatives for full information.

An Edward LAMB Enterprise

EDWARD LAMB
President

EDWARD LAMB ENTERPRISES, INCORPORATED

Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—John E. Pearson Co.
WIKK—Erie, Pa.—H-R Co.
WTOD—Toledo, O.—Headley-Reed Co.
ERIE DISPATCH, Erie, Pa—Reynolds-Fitzgerald

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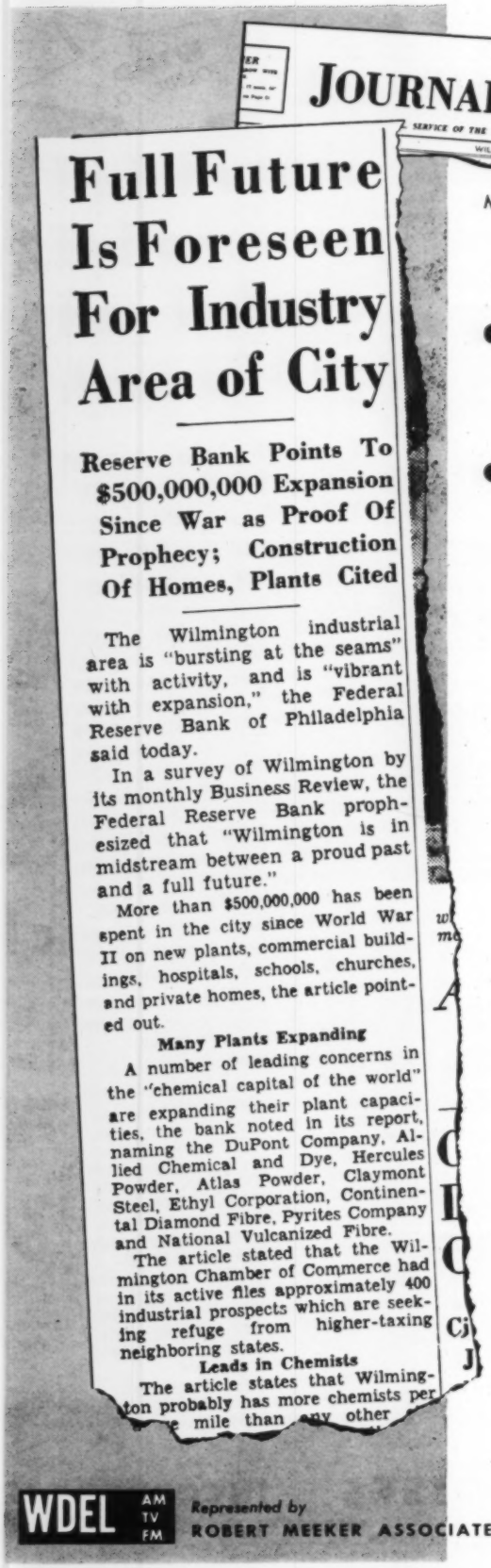
XUM


JOURNAL-EVERY EVENING
SERVICE OF THE ASSOCIATED PRESS, UNITED PRESS, AND INTERNATIONAL NEWS SERVICE
WILMINGTON, DELAWARE, WEDNESDAY, MARCH 19, 1952
THIRTY-EIGHT PAGES
Full Future Is Foreseen For Industry Area of City
Reserve Bank Points To $500,000,000 Expansion Since War as Proof Of Prophecy; Construction Of Homes, Plants Cited
The Wilmington industrial area is "bursting at the seams" with activity, and is "vibrant with expansion," the Federal Reserve Bank of Philadelphia said today.
In a survey of Wilmington by its monthly Business Review, the Federal Reserve Bank prophesized that "Wilmington is in midstream between a proud past and a full future."
More than $500,000,000 has been spent in the city since World War II on new plants, commercial buildings, hospitals, schools, churches, and private homes, the article pointed out.
Many Plants Expanding
A number of leading concerns in the "chemical capital of the world" are expanding their plant capacities, the bank noted in its report, naming the DuPont Company, Allied Chemical and Dye, Hercules Powder, Atlas Powder, Claymont Steel, Ethyl Corporation, Continental Diamond Fibre, Pyrites Company and National Vulcanized Fibre.
The article stated that the Wilmington Chamber of Commerce had in its active files approximately 400 industrial prospects which are seeking refuge from higher-taxing neighboring states.
Leads in Chemists
The article states that Wilmington probably has more chemists per mile than any other

March 19, 1952

and, there's a full future for advertisers on WDEL-TV WILMINGTON, DELAWARE

WDEL-TV completely covers this booming market and area—distinguished for its stability, distinguished for its sales productivity.

Wilmington is first in per family buying income among all U. S. metropolitan cities 100,000 to 250,000.

(Sales management—1951 Survey of Buying Power)

Delaware is first in per capita buying income of any state.

(U. S. 1948 Census of Business)

WDEL-TV offers you the foremost sales opportunity in the nation.

WDEL-TV

WILMINGTON
DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

IT'S NOW definite that British Broadcasting Corp., sorely in need of funds, is going to sell time, both radio and TV. Approach, to be made gingerly at start, probably will constitute watered-down spots. Emissaries in U.S., it's learned authoritatively, already observing our techniques and commercials will be smuggled to public innocuously at first. Eventual plan, it's said, is to make BBC self-sustaining which would mean transition from "British system of state monopoly" to modified American plan being used in Canada and other dominions.

ANY CONFUSION regarding meaning of FCC's oft-quoted "waiting period" following issuance of final TV report is cleared up by explanation from FCC sources: Waiting period was meant to mean that for a period of time (now believed to be 90 days) no action will be taken by Commission which would discriminate in favor of pending applicants. There was no thought of making end of that period a cutoff date. It will be recalled that Commission in March 1951 "Third Report" asked that applications be withheld until after final decision was issued, and declared that "reasonable period of time" would be provided for the filing of new applications and revisions of pending ones.

BIGGEST change in temperament of broadcasters at NARTB, it was generally noted, was that they had "gotten over their TV scare." In contrast to 1951 convention, broadcasters, instead of denouncing and fearing TV "ogre," generally sought information on when and how they could enter video field.

ASSOCIATED PRESS television news service will be announced soon. Many stations have signified their interest on basis of plans discussed privately at NARTB convention.

NBC AFFILIATES besieged network representatives at NARTB sessions in Chicago last week over failure of network to carry President Truman's sensational Jackson Day "I shall not be a candidate for re-election" speech. Network didn't pick up speech because it was classified as political and contrary to its policy in an election year. CBS, on other hand, picked it up and scooped the world, though other networks had it minutes after closing of sensational address.

THOUGH he feels he should give up chairmanship of Affiliates in 30-60 days to concentrate on operation of WTIC Hartford (story page 23), Paul W. Morency is agreeing to serve on til Radio Affiliates by-laws and constitution are prepared, system for perpetuating committee is devised, and new chairman is picked. Some members of committee have asked to be relieved, due to pressures of station operation, but most are agreed on serving for another year.

BOTH NBC and CBS found themselves confronted with clearance problems during NARTB convention. NBC met resistance from

(Continued on page 6)

BANNISTER IS V.P.; HEADS STATION RELATIONS

ELECTION of Harry Bannister as NBC vice president to head station relations department was announced by NBC President Joseph H. McConnell following monthly board meeting Friday. Move had been expected since March 12 announcement that Mr. Bannister, colorful radio figure identified with WWJ Detroit for last 20 years, was leaving WWJ general managership to join NBC in "executive capacity" on April 14 [B•T, March 24, 17]. As station relations head, he succeeds Carleton D. Smith, who becomes director of operations for NBC owned and operated stations division [B•T, March 31].

TELECAST SPORTS GAINED ATTENDANCE

ATTENDANCE at sports events in 1951 equalled pre-television year 1947—only slightly below the biggest year in history, according to figures released to RTMA today by Jerry Jordan, originator of three years' study of subject, which has been completed through cooperation of N. W. Ayer & Son Inc. [B•T, Dec. 3, 1951].

The survey indicated that hundreds more TV channels should help, not harm sports, and said "gloomy predictions" that video would cut heavily into radio and other media and threaten sports, movies and other recreation, "have not proved true."

Radio hit highest peak in history both in numbers of sets and total income, the report said. Major league clubs telecasting regularly gained 234,169 admissions over 1950 and those reducing or eliminating TV lost 1,485,070.

CBS-TV SALES UP 95.7%

CBS TELEVISION business at all time high, Fred M. Thrower vice president in charge of CBS-TV network sales, announced today (Monday). Time sales for first two months of this year were 95.7% over last year's, Mr. Thrower added. He pointed out that this does not include additional $5 million new business, including 11 quarter-hours purchased by Lever Bros. and Pillsbury Mills. Mr. Thrower made statement after widespread reports of TV sponsor cancellations.

BUSINESS BRIEFLY

DODGE CAMPAIGN ● Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, starts a national radio saturation spot announcement schedule ranging from two to four weeks, effective April 28. The new Dodge agency, Grant Adv., doesn't take over until August 1.

NEWS AND PARTICIPATION ● National Biscuit Co., New York (Honey Graham crackers), through McCann-Erickson, New York, lining up 5-10-15-minute news and participation programs to start in May in limited number of radio markets.

WELCH'S CAMPAIGN ● Welch's Sweet Wine, New York, using a spot announcement radio campaign for 8 weeks starting April 9 in limited market. Agency: Al Paul Lefton, New York.

DURSTINE NAMED ● Pacific Can Co., San Francisco, names Roy S. Durstine, N. Y. and S. F. to handle its advertising.

FORD ANNIVERSARY ● Ford Motor Co. expects to celebrate its 50th anniversary on June 15, 1953 with a two-hour network television show on both NBC-TV and CBS-TV,

(Continued on page 110)

WINCHELL TO BE OFF AIR INDEFINITELY

WALTER WINCHELL, who has been off the air temporarily following virus infection, has, on advice of his physicians, arranged for indefinite suspension of his Sunday evening ABC broadcasts and of his contractual relations with both network and his sponsor, Warner-Hudnut Inc. He will return to air only if his health permits. In recent weeks Mr. Winchell has been replaced by guest newscasters.

On April 13 Drew Pearson, currently 6-6:15 p.m., will take over Winchell 9-9:15 p.m. spot for Carter Products. George E. Sokolsky, currently 10:30-10:45 p.m., will be heard at former Pearson time.

P&G Renews Three Strips on CBS Radio

PROCTER & GAMBLE has renewed its three evening quarter-hour strips on CBS Radio, concluding protracted round of negotiations in which its future sponsorship of these 15 quarter-hours per week hung in balance while sponsor pressed for lower time costs [B•T, Feb. 25, et seq.].

CBS radio officials said renewals are "a big shot in the arm for radio." They are effective July 1, when present contracts expire.

Terms of contracts, which in 1951 represented more than $3.5 million in gross billings, were not divulged. There had been reports that possible expansion of CBS Radio's "transition period" rate to encompass one or all of these shows had been considered, but neither CBS Radio nor P&G officials would comment Friday after contracts were signed.

"Transition" rate applies to stations broadcasting on current New York time from 6-6:30 p.m. and to Pacific coast stations 10-10:30 p.m. and amounts to two-thirds of nighttime rate.

It was understood that P&G is considering reduction in talent costs in programming the periods involved, as means of reducing overall expenditures. Programs now are Lowell Thomas 6:45-7 p.m.; *The Beulah Show*, 7-7:15 p.m., and *The Tide Show*, 7:15-7:30 p.m., all Monday through Friday. Agency on Lowell Thomas is Compton Adv.; on *Beulah*, Dancer-Fitzgerald-Sample, and on *Tide Show*, Benton & Bowles.

for more AT DEADLINE turn page

at deadline

CANADIAN NEGOTIATIONS GO SMOOTHLY

MEETING of FCC officials with Canadian Broadcasting Corp. executives in Chicago last week resulted in no major upheavals in proposed U.S. northern border TV allocations, it was learned Friday. It was understood that negotiations worked out final arrangements and agreed to recommend them to respective governments. Official announcements of agreement are not expected to be issued until after FCC final TV report comes out (scheduled for April 14). The U.S.-Canada allocations will be noted as temporary pending official confirmation, in the final report, it is understood. Some reassignments recommended by U.S. broadcasters in comments filed during "hearings" last 1951 quarter were accepted by Canadians, it was learned, but others were not (e.g., proposal to move VHF channel from Windsor to Detroit was opposed by Canadians).

Meanwhile, FCC prepared to meet this week to decide method of processing applications following 90-day waiting period after final report is issued. So far it still looks as if frequency-by-frequency method will be chosen.

MINORITY APPEAL PROGRAMS PRAISED

NEED for additional programs with minority appeal was underscored by Louis N. Brockway, retiring president, American Assn. of Advertising Agencies, told spring meeting at Greenbrier Hotel, White Sulphur Springs, W. Va. (early story, page 25).

Mr. Brockway, also executive vice president, Young & Rubicam, stressed necessity for enlarging this kind of programming, though, he added, pattern of TV, like that of radio, is quite properly built around commercially attractive programs.

"Our association with the industry," he said, "makes it a part of our responsibility to the future of television to cooperate in working out plans to make public service shows possible."

LEVENSON WINS

CHARGES brought against CBS-TV network and Irving Mansfield, producer of *The Sam Levenson Show*, by Society for Prevention of Cruelty to Children dismissed Friday by mid-Manhattan court Judge Charles Murphy after he had seen film of disputed Feb. 17 program. Judge ruled no criminal intent in employment of three children, aged 14, 9 and 7, who, although appearing with parents, had been denied work permits on technicality of New York laws.

STUART MACHARRIE DIES

STUART A. MACHARRIE salesman for Everett-McKinney, New York, until ill health forced his retirement last August, died Thursday in New York. He was 45. In radio sales since 1935, Mr. Macharrie had been associated with WSRR Stamford, WJZ New York, WLW Cincinnati's New York office and WDOK Cleveland before joining Everett-McKinney. He is survived by his wife, Isabella, his mother and a brother, Lindsay, radio-TV production manager of Calkins & Holden, Carlock, McClinton & Smith, New York.

In this Issue—

Broadcasters came away from NARTB's highly attended 30th convention at the Conrad Hilton Hotel, Chicago, with renewed faith in the broadcast media and a feeling of stronger unity. Outshoot of actions taken was the new Radio Affiliates, successor to the all-industry Affiliates Committee *(Page 23)*. And Broadcast Advertising Bureau is on its own *(Page 27)*. A highlight at the convention was FCC Chairman Paul A. Walker's prediction that the TV freeze has another two weeks to go which brought a comment from Sen. Ed Johnson that he would hold Mr. Walker to that promise *(Page 76, 88)*. There were the usual exhibits by heavy and light equipment manufacturers interest whetted by impending thaw *(Page 48, 52)*.

While NARTB delegates were busy assessing the future of their business, the American Assn. of Advertising Agencies meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., saw TV as a non-stop growing medium and thrashed through multi-ways in getting the best use out of it for the moneys spent. And the agency executives found to their surprise there's more to radio than ever before. *Page 25.*

There's something new added to NBC: —A new director of its National Spot Sales, Thomas McFadden, of KNBH (TV) Hollywood *(Page 29)* and out at Chicago, a new affiliates group, known as NBC-TV Affiliates Assn. struck out on its own *(Page 78)*.

Today marks the anniversary of long distance television *Page 82*. But there was increased activity in Washington, D. C., on the question of height—in antenna towers. For the latest on this, and an editorial, see *Page 77*.

Former FCC Chairman Wayne Coy, now a telecaster himself, warned a group of New York educators that their greatest lift to the broadcast arts would be to help improve and develop private broadcasting. *Page 89.*

A master global TV plan to span North Atlantic Treaty countries is gaining adherents. *Page 80.*

AB-PT Inc. wants no part of Paramount Pictures Inc.'s anti-trust violation burden, it was revealed at FCC hearings. *Page 109.*

On Capitol Hill, a House threat to investigate radio-TV programming was caught in the bud. *Page 28.*

Upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.
April 16: "Brand Names Day" conference, Waldorf-Astoria, New York.
April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Education by Radio-Television, Deshler-Wallick Hotel, Columbus, Ohio.
(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

affiliates over double-commercials in new Jo program. CBS affiliates were complaining ove sale of five-minute segments, viewed as in pinging upon spot time.

ABANDON any hope that FCC's AM proces ing line is going to move any faster than i has in past six months. Resignation of on engineer reduces technicians on line to tw but recent replacement restores roster to men three! As of March 15, FCC had 206 appli cations on processing line, 100 in pending file (daytime skywave mostly), 200 in variou stages of completion (in hearing status, await ing initial and final decisions, court actions etc.). About 30 other applications were als in pending files awaiting answers to FCC in quiries or at the request of applicants. Monthly average of completed applications: February 17, January 21, December 7, November 1 September 34.

WHILE DETAILS are highly secret it's know many convention exhibitors especially in equip ment field, kept their pens hot last week draw ing up contract proposals. Inquiries too, a all-time record, as potential telecasters learne facts of post-thaw life.

LOOK for FCC to call general hearing in nea future to determine whether functional musi operations of FM stations are broadcasting o non-broadcasting. Commission will ask fo suggestions for rules if "beep" operations ar considered non-broadcast. Hearing will b along lines of movie anti-trust hearings hel in 1950 which resulted in Commission decisio to determine each situation on a case-by-cas basis.

THERE's plan afoot at International Infor mation Administration to decentralize New York headquarter operations of Voice of America and seek "lend lease" broadcast agreements with foreign countries. Goal is more foreign program originations, with VOA buying time on domestic stations. Difficulties arise in nations where Communist Party influence is strong. Incidentially, IIA is shopping around for top level radio executive to head up Voice New York setup.

POWERFUL RCA TUBE

RCA TUBE department, Harrison, N. J., has announced its most powerful VHF power tetrode transmitting tube (RCA-6166), a forced-air-cooled "10 kw" type equipped with a thoriated-tungsten filament which, RCA explained requires less power and has greater electron-emission efficiency and longer life expectancy. Tube "is rated for operation up to 220 mc and can deliver a synchronizing-level power output of 12 kw in broad-band TV service at 216 mc," company said.

WHIL FREQUENCY

MOVE of WHIL Medford, Mass., from 1540 kc to 1430 kc was authorized by FCC Friday. WMEX Boston (on 1510 kc) claimed that 25 mv/m contours of stations overlapped and therefore were against regulations (see earlier story on page 62). WMEX appeal to U. S. Court of Appeals for injunction against FCC for not revoking WHIL program test authority was scheduled to be argued April 25, but FCC action now makes that moot—unless another station finds that its 25 mv/m contour overlaps with WHIL's new frequency. WHIL continues with 250 w, daytime.

for more AT DEADLINE see page 110

For you, the whole industry...

A. C. Nielsen Company announces the most exhaustive survey of Radio and TV audience circulation ever made:

NIELSEN COVERAGE SERVICE

A giant measurement of the weekly day and night audience coverage of radio and TV stations and networks

Ever since the last BMB report, the industry has urgently needed a comprehensive study of the true dimensions of station and network coverage.

Now, such a study has been launched. Using the meticulous accuracy that is a rigid policy of the world's largest marketing research firm, Nielsen Coverage Service will fill that pressing need...and then some!

To give stations and networks* the most comprehensive, up-to-date audience circulation data, NCS will report on *the size of weekly audiences... their composition... cumulative monthly audiences... homes reached per minute... out-of-home listening and viewing... home and automobile set ownership.*

Complete, accurate and timely, NCS Reports will be the definitive answer to your coverage measurement problems. Just as so many leading networks, advertisers and agencies have long depended on Nielsen services for factual data, so can you. Call your nearest Nielsen representative for more details.

**NBC has already subscribed.*

NIELSEN COVERAGE SERVICE

a Service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Ill.
HOllycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
PEnnsylvania 6-2850

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METROPOLITAN NETWORK

THE SMART WAY TO BUY

THE WASHINGTON, D. C. MARKET

These are some of the experienced buyers of time who know the value of the Washington MET NET.

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Jelke Margarine	Batten, Barton, Durstine & Osborn
Chesterfield	Cunningham & Walsh
Manischewitz wine	Donahue & Coe, Inc.
Ford Dealers	J. Walter Thompson
Florida Citrus Commission	J. Walter Thompson Company
Adam Hats	Hirshon-Garfield
Griffin Shoe Polish	Bermingham, Castleman & Pierce
Charm, Living, Mlle.	Peck Advertising
Musterole	Erwin, Wasey & Company, Inc.

THIS IS THE **MET NET**

5 independents, with individual audiences, combined to give the second highest daytime Metropolitan Washington audience (Monday-Friday) Pulse, January, February, 1952.

WARL *AM & FM, Arlington, Va. 780 KC, 1000 W.*
WFAX *Falls Church, Va. 1220 KC, 250 W.*
WGAY *Silver Spring, Md. 1050 KC, 1000 W.*
WPIK *Alexandria, Va. 730 KC, 1000 W.*
WUST *AM & FM, Bethesda, Md. 1120 KC, 250 W.*

METROPOLITAN NETWORK
Munsey Building • Washington, D. C.
Represented Nationally by
FORJOE & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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"They never missed an issue!

"Just look at that mess!

"That's what a fire, a few axes and a couple tons of water can do to a place. But you've got to give Editor Grimes and the boys a lot of credit . . . *they didn't miss an edition,* fire or no fire.

"They're over in their new home now . . . *still* printing the news, telling the truth and fighting for the people's rights like they've been doing for the last forty-two years.

"Y'know, when I look at that boarded-up door, the broken windows and the 'closed' sign, it reminds me of how newspapers in some other countries get closed down . . . *for keeps* . . . by governments that hate the idea of free press . . . that can't take criticism . . . that don't believe in free speech.

"Well, that's what happens when government of, by and for the people becomes government of, by and for the *government!* It's 'Goodbye, Freedom' then . . . and with it go Free Worship, Free Elections, Free Enterprise . . . all those Freedoms that make you glad you're a citizen of *this* country instead of a socialistic or communistic one.

"Praise the Lord, we're still a free people over here. We can still choose our own churches, our own friends, our own jobs (like mine at Republic) and our own political parties. We can praise our government for wise decisions or criticize it for reckless spending of taxpayers' hard-earned dollars . . . without fear of secret police or concentration camps.

"But . . . let's not get careless about it. After all, the people in those dictator-plagued countries used to enjoy a lot of these Freedoms. Unfortunately, some of them got careless and handed over their rights, one by one, to governments which promised to ***'take care of them.'***

"Me . . . I'll take my Freedoms with no 'hand-out' strings attached. How about *you,* Friend?"

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose people, farms, homes and businesses are all enriched by the chemist's magic. *And, through the Chemical Industry, Republic serves America.* Many tons of carbon, alloy and, especially, stainless steels . . . much of it from Republic's mills . . . are needed each year for chemical vats, work tables, acid tanks, centrifuges, ventilation ducts, autoclaves, tubing and countless other types of steel equipment by which steel, through chemistry, helps tap Nature's untold wealth of better living for all America.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

INTERPRETATIVE commercials as well as interpretative reporting of news events have built an enviable record for Paul Bolton, news editor of KTBC Austin, Tex., and won him a state publice office, to boot.

KTBC, CBS affiliate in the Texas capital, feels that it has a "sure-fire" selling formula in the technique developed by Mr. Bolton three years ago.

Mr. Bolton concocted the formula for Austin's T. H. Williams Co., one of Central Texas' largest women's fashion stores. Results have been so successful that Williams' radio budget is now spent almost exclusively on Mr. Bolton's 7:30 a. m. newscast, aired five times weekly.

By his own admission, Mr. Bolton did not know shantung from chamois skin. However, years of serving as head of newspaper wire service bureaus at the State Capitol had forged a reporter's approach. So instead of simply reading ad copy, he decided to use "reporter's approach" on commercials.

He interviewed Williams' salesgirls, buyers and executives to get the "story" behind each advertising feature. And, in the reportorial tradition, he quoted each authority for his ad statements.

With this technique, Mr. Bolton now covers the full field of feminine fashion—from perfume to foundation garments. His commercials make it clear that he is delivering a first-hand report on Williams' offering, just as he delivers a first-hand report on interpreting local news.

Mr. Bolton joined KTBC 10 years ago. He pioneered local "beat" coverage of Austin's news sources for radio, and today an estimated 80% of KTBC's local newscasts is the product of his personal legwork.

When first making newscasts, Mr. Bolton decided to include a regular interpretative feature on local and state issues. In these "explanation" segments, he gave listeners the "a-b-c's" on how tax rates were calculated and on school problems.

His broadcasts over KTBC about public school problems resulted in his being elected—without a campaign—to represent a 10-county central Texas district on the State Board of Education.

strictly business

GEORGE OLIVA

A MAN WHO is "not just interested in producing good advertising, but more intrested in what good advertising produces" is George Oliva of the National Biscuit Co., New York.

Another belief is that a good advertising man should know *all* media, so that each advertising form "can pull its own load and so that all media, together, do a complete job."

Mr. Oliva's evaluation of radio in these terms is obvious: National Biscuit will spend $2 million on radio broadcasting this year.

The executive is one of those successful careerists who did not have to travel to New York. He was born there in 1891. Mr. Oliva started work young and finished his education by attending night high school after he had taken his first job. That first job was as an office boy with National Biscuit Co., and, except for overseas service as a machine gunner in World War I, he has been there since.

His early work with National Biscuit was clerical, but in 1908 he transferred to the advertising department where, as he explains it, he had a few ideas and let his boss know about them. The result was that his boss, Alfred C. Mace, soon turned all promotional responsibilities over to the young man.

"He was glad to get rid of them," the quiet Mr. Oliva observes today.

National Biscuit, one of the big-

(Continued on page 106)

CLEVELAND
WSRS
"The Family Station"

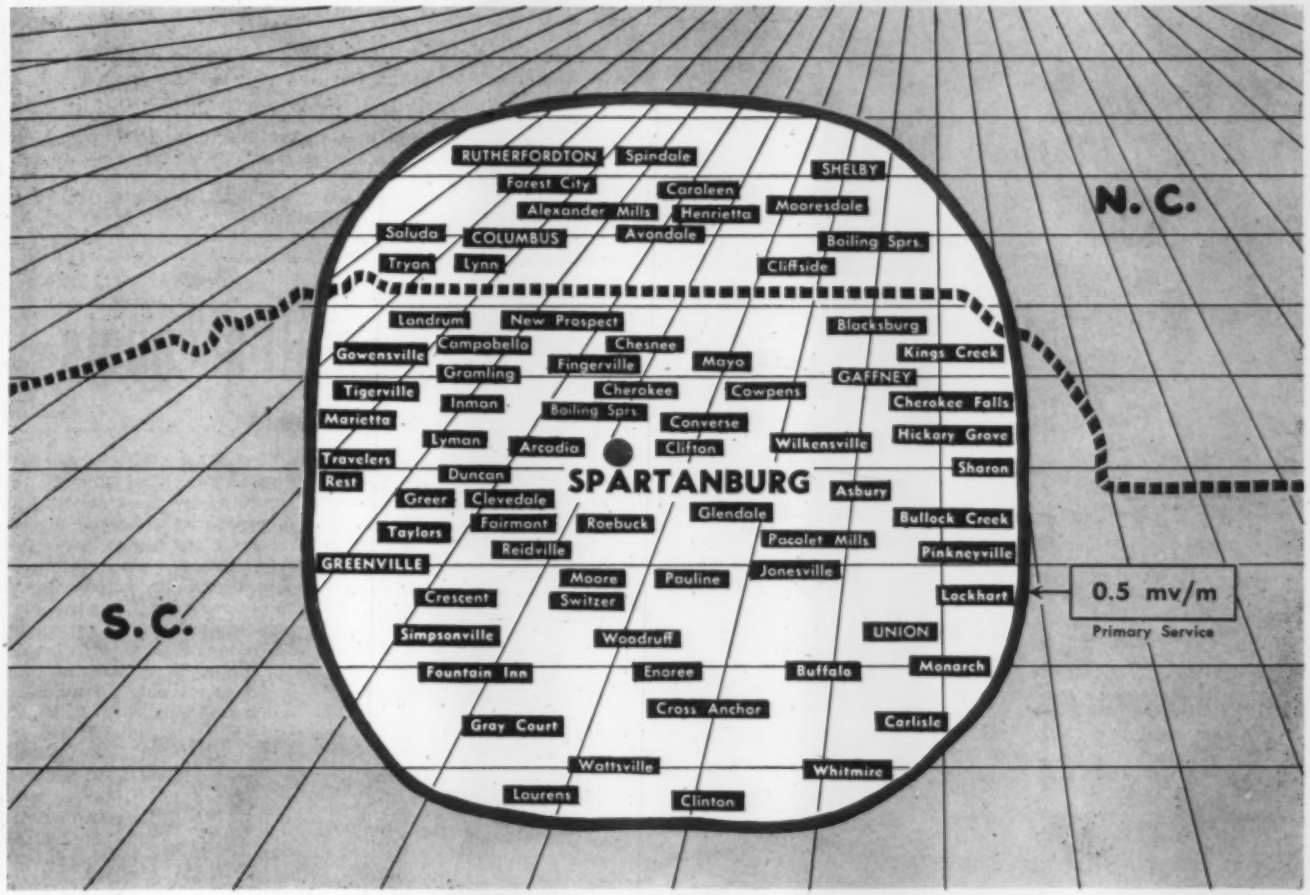
CLEVELAND'S
ONLY
NEWS STATION
ON THE AIR
24 Hours daily
around the clock
WSRS

●"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS
LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
AROUND THE
CLOCK
On the air
24 hours daily
"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

get the
NEW WORD *in*
the Carolinas . . .

WORDLAND



This is the **SPARTANBURG MARKET**

. . . . . a market of half million people

In most all of these cities and towns there are one or more textile mills surrounded by fertile farm lands.

High wages from the mills and high farm income from cotton and peaches in the thickly populated Piedmont Section make Spartanburg a *top market*.

And . . . the **NEW WORD** blankets the Spartanburg Market

NOW **910 KC** WITH **NBC**

WDXY—FM Duplication WALTER J. BROWN, Pres. See HOLLINGBERY

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

FRANK W. HALL and **JOHN T. HANEMAN Jr.**, account executives with Albert Frank-Guenther Law Inc., N. Y., elected vice presidents.

HENRY FLARSHEIM, account executive with Ruthrauff & Ryan, Chicago, appointed vice president in charge of direct sales at Bozell & Jacobs, same city.

LEWIS P. OGLE, salesman on *Ladies Home Journal* for Curtis Publishing Co., to Humphrey, Alley & Richards Inc., N. Y. as account executive.

HERSCHELL GORDON LEWIS, producer-director, WKY-TV Oklahoma City, to Gershuny Assoc. Inc., Chicago, as radio-TV director.

ROBERT H. McKENNEE, Erwin, Wasey & Co., N. Y., and **BENJAMIN J. MOODIE**, Geyer, Newell & Ganger, that city, to Campbell-Ewald, N. Y., as assistant account executive and copy writer, respectively.

C. MURRAY CRUMMINS, WNEW New York, to Erwin, Wasey & Co., same city, as radio-TV writer-producer.

on all accounts

RICHARD I. CLARK, radio and television timebuyer for the San Francisco office of Brisacher, Wheeler & Staff, has an ambition which is shared by many men in his position: "To find a media rep that admits newspapers and magazines are still being read."

The business responsibilities of Mr. Clark's job call for the recommendation and actual purchase of all radio and television time for San Francisco as well as western media recommendations for the New York office of Brisacher, Wheeler. For such a position, he has the advantage of advertising experience on both coasts.

Mr. CLARK

He was born in 1917 in Westchester, N. Y., and his education was split evenly between Champlain College, Plattsburg, N. Y., and the College of the Pacific, Stockton, Calif. His interest in advertising began at Champlain when he worked during recess periods in the merchandising department of Young & Rubicam, New York, and for a short while in the media department of Pedlar & Ryan there.

Mr. Clark's career was interrupted by 3½ years of service with the Army medical service. He had two years of overseas service in North Africa, Italy and Okinawa.

In April 1950, he joined the staff of Brisacher, Wheeler as the Pict Sweet "Telephone Quiz Man," then moved to the checking department. A year later he became director of research and space buyer for the organization. While in the media department he became assistant to the head space buyer. His next appointment was to the radio and television department.

"The deciding factor as to media selection ultimately remains in the individual market problem and in the nature of the client's product," Mr. Clark said. "However, we have found that radio and television have become increasingly more important. For that reason, we feel that the radio-TV department of this agency will expand with the growth of these media."

Among the successful campaigns with which Mr. Clark has been associated are: Rainier beer (1951), the Van Camp Sea Food Co., Pabco floor coverings and the Contadina tomato paste, said to be the largest campaign of its kind in the country.

Mr. Clark is not married and lives in San Francisco. He is a good skier and when the snow is hard on the nearby Sierra slopes, it's not difficult to guess where he is. He is the son of Stanley I. Clark, vice president of Sterling Drug Co., New York, one of the heaviest radio and TV buyers in the country.

beat

ARNOLD DUNCAN, account executive, Hans E. Kaufmann & Co., Hollywood, and **RUSSELL L. JACOBS**, copy writer, Morgan Agency, Phoenix, to McCarty Co., L. A., as account executives.

HOWARD J. DOYLE, TV copy writer, Compton Adv., N. Y., to Ellington & Co., that city, in same capacity.

JOHN M. HOWARD, Cayton Inc., N. Y., to Humm & Johnston, same city, as writer.

BERNARD WEISS, production manager, Milton Weinberg Adv., L. A., joins production staff McCarty Co., that city.

NEIL O'BRIEN, head of radio-TV copy department, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, same city, in radio-TV copy department.

JAMES J. McCAFFERY, media director, Anderson & Cairns, N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.

MRS. ROBERT B. CARLSON, copy writer, Ruthrauff & Ryan Inc., Chicago, to Erwin, Wasey Co., L. A., in similar capacity.

GORDON G. AGNEW Jr., executive producer-director, West Hooker Productions, to Ben Sackheim Inc., N. Y., as radio-TV director.

DAVID ANSON joins Tilds & Cantz Adv., Hollywood, as copy writer.

MITCHELL EPSTEIN appointed chief copywriter at Emil Mogul Adv., N. Y.

STANLEY GOLDSTEIN promoted to head of radio-TV department of Feigenbaum Adv., Phila.

MORT GOODMAN, publicity director, Republic Productions Inc., North Hollywood, Calif., to Stodel Adv. Co., L. A., as vice president in charge of motion picture department.

AMY G. FISHER, Ernest William Greenfield Inc., Phila., to Ray Coller Adv., that city, as chief assistant and account executive.

JANE ASHMAN, Hollywood free lance writer, to Henri, Hurst & McDonald, Chicago, in radio-TV department.

F. J. EGLIES, L. Bamberger & Co., Newark, and **JOHN W. CARBERSON** to N. W. Ayer & Son, Phila., in plans-merchandising department. **J. SANDERS HAAS** joins agency's media department.

CHARLES A. BOWES, account executive, Ruthrauff & Ryan, Hollywood, named manager of office.

AL PETCAVAGE, time buyer, BBDO, N. Y., to Ted Bates Inc., that city, in the same capacity.

STEVE GARDNER, account executive, L. A., Roche-Eckhoff & Assoc., Hollywood, to Shore Assoc. Corp., as vice president.

NATHANIEL C. DOUGHTY, Ward Wheelock Co., Phila., to N. W. Ayer & Son as service representative in Detroit.

RICHARD TALMADGE, formerly head of own agency, and **SAM NUSPLIGER**, Moser & Cotins Inc., Utica, N. Y., to G. M. Basford Co., N. Y.

RYDER & INGRAM Ltd., Oakland, Calif., elected to membership in National Advertising Agency Network.

TELEVISION ADV. ASSOC., N. Y., moves offices to 1710 Broadway.

RUSE & URBAN Inc., Detroit, moves to 921 Book Tower, same city.

WIL ROBERTS Adv., Phila., moves to 1403 Fox Bldg., that city.

WILLIAM SPIRE, vice president-account executive, Sullivan, Stauffer, Colwell & Bayles, N. Y., father of boy, John Marshall, March 16.

No Pig-in-a-poke with Joe...

JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend . . . he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices . . . news, music and lively interviews. Monday through Saturday. It's a friendly and profitable marketplace to sell your product or service.

Ask Petry about availabilities on WBEN's Daily Farm Program

WBEN

NBC in Buffalo

Your sales in Michigan can be bigger this summer!

Send for this important booklet today!

GET THE FACTS
CONTAINED IN THIS BOOKLET
—THEY MEAN MONEY
IN YOUR POCKET

WJR

the **GREAT VOICE** *of the* **GREAT LAKES**

RADIO STATION WJR—Dept. 30
Fisher Building
Detroit 2, Michigan

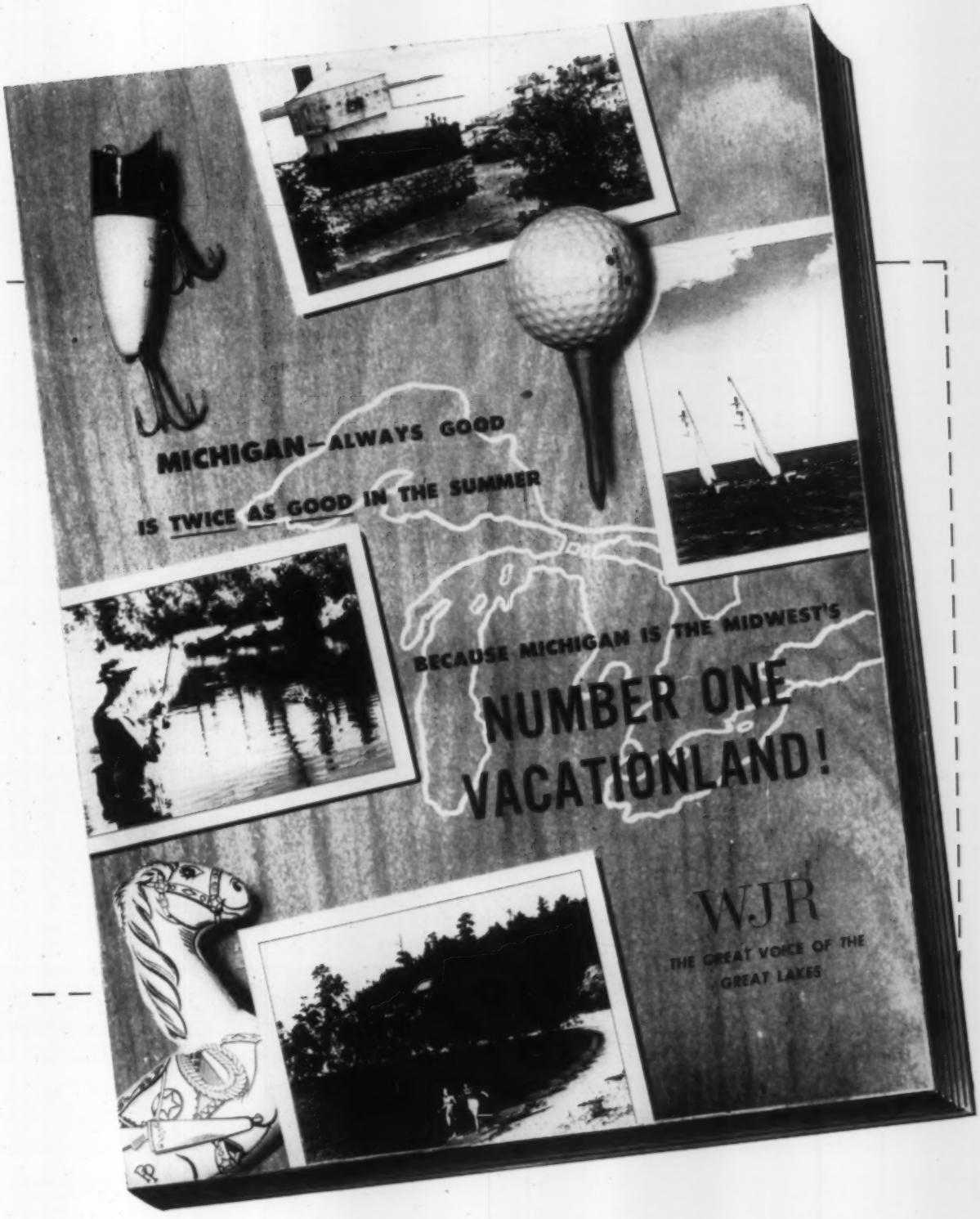
Please send me a copy of your Michigan Vacationland booklet.

Name_____ Title_____

Company_____

Address_____

City_____ State_____



DETROIT PUBLIC LIBRARY

MR. HAYDEN HUDDLESTON, WROV, *and*
MR. HAROLD WOODS, SR., *President,*
Woods Brothers Coffee Company,
Roanoke, Va.

Coffee Sales at All-Time High For Fulton Lewis Sponsor

For the past twenty-five years at the Woods Brothers Coffee Company, Roanoke, Va., they have been roasting, blending, packing and selling coffee. And, since using radio for the last two years, sales are at an all-time high.

"We have been well repaid in sponsoring Fulton Lewis, Jr. on Station WROV," says Mr. Harold Woods, Sr., manager of the firm. "We feel that it is one of the outstanding programs on the air."

The Fulton Lewis, Jr. program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 16 food companies), Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your local Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18, or Tribune Tower, Chicago 11.

new business

Spot • • •

ROCKWOOD & Co., N. Y., launching concentrated spot campaign radio for wafers and bits using 16 major markets for 12 week Agency: Young & Rubicam, N. Y.

CAMEO CURTAINS Inc., N. Y., using 15 TV stations in 14 key marke for 13 weeks. Company is sponsoring 15 minute film package title *Comedy Cameos* which includes commercials, offers of free booklets an samples and one two-reel film classic of oldtime comedians featured each show. Agency: Product Services Inc., N. Y.

OHIO POWER Co., Canton, Ohio, begins first radio campaign toda (Monday) with 15 announcements weekly on WHBC Canton and other Ohio stations for 13 weeks. Schedules are placed directly.

COTY COSMETICS, N. Y., effective today (Monday), starts radio an television saturation spot announcement campaign in New York onl Approximately 30 spots per week on radio and 25 live spots on TV wi be aired by WNBC and WNBT (TV) New York. If campaign is su cessful, expansion nationally will most likely follow. Agency: Frankl Bruck, N. Y.

GENERAL ELECTRIC Co. sponsoring weekly half-hour musical sho on six stations of Intercollegiate Broadcasting System. Shows will var depending on local schedules. Agency: BBDO, New York.

OLYMPIC RADIO & TELEVISION Inc., Long Island City, N. Y., usin 50-second film TV spots on four stations in three major TV markets. Pla call for 13 insertions two or three times a week on each outlet with e pansion into New York and other markets if results are successfu Agency: Hicks & Greist, N. Y.

FLEX-LET Corp. (watchbands) began expansion of TV campaign March 15 in several cities with new markets being added continuall Agency: Ben Sackheim Inc., N. Y.

Network • • •

PHARMACO Inc., Kenilworth, N. J. (Feen-a-Mint and Chooz), is spon soring quarter hour segment of *Cavalcade of Stars* Fri., 10-11 p.m. DuMont Network effective April 4. Agency: Doherty, Clifford & Shen field, N. Y.

KITCHENAID, division of Hobart Mfg. Co., Troy, N. Y., plans nation TV spot campaign for its dishwashers. Announcements will be paid fo cooperatively by dealers. Agency: Buchen Co., Chicago.

A. C. WEBER & Co, Chicago (distributor of Pfaff Sewing Machines) starts *This Is My Song* on ABC-TV stations, Fri., 7-7:30 p.m. PST, fo 52 weeks from April 11. Agency: Bozell & Jacobs Inc., that city.

PEARSON PHARMACAL Co., N. Y. (Ennds, chlorophyll tablets an Eye-Gene eye drops), on April 7 begins sponsorship of *Lights Out* NBC-TV, Mondays, 9-9:30 p.m. EST, program dropped by Admiral Corp. fortnight ago. Agency for Pearson: Harry B. Cohen Adv., N. Y.

Agency Appointments • • •

ZENITH RADIO Corp., Chicago, names Robert Otto & Co., N .Y., fo company's overseas advertising.

RUSTAWAY Corp., N. Y. (metal cleaner), names Duane Jones Co., sam city. Radio and TV included in advertising schedule.

PERVO PAINT Co., L. A., names Hixson & Jorgensen Inc., that city. T is being used.

PACIFIC-MERCURY TELEVISION & RADIO Corp., L. A. (radio an TV sets), names Edwards Agency, that city. Radio and TV will b used.

E. L. SCKENRODE Co., L. A. (factory representative for Sherkleen dr rug shampoo), appoints Cleveland-Collins Adv., Hollywood. TV is bein used.

"You be my agency, Al..."

...and the first chapter of a success story was written

It's not a big story, but a long one. It began in Dallas at a little restaurant on Akard Street. The year was 1933. A salesman for Radio Station WFAA who often had lunch at the B & B Cafe was paying his check. From behind the counter, Pappa Lucas, the owner, said, "Al, I want you to be my agency! In here too many fellas come to sell me advertising—I wanta be able to tell them 'See Al, he's my agency!' If you do it for me, I buy some time on your radio station."

From that conversation evolved one one-minute radio spot a week over WFAA-820. Every week since then, for 19 years, Lucas' B & B Cafe has advertised over WFAA-820. Today Pappa Lucas has three one-minute spots each week—and a full house of customers 24 hours a day.

It's not a big story, but a long one. And there have been many just like it written during the thirty years WFAA-820 has been broadcasting . . . all of them ending on the same note of success.

The Radio Southwest story makes interesting reading, too. That's the name given WFAA-820's primary coverage area—116,000 square miles of Texas, Oklahoma, and Arkansas, including the two big metropolitan centers of Dallas and Fort Worth. With the power of 50,000 watts, WFAA-820 reaches out into 1,143,500 high-income radio homes, and sells your product to Southwesterners with over $7 billion to spend.

Begin your own success story today—over Radio Southwest—WFAA-820, Dallas!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

open mike

Out on Bond

EDITOR:

Last week we were approached by [name deleted] in connection with a promotional scheme entitled "Bond a Week Club" . . .

After thorough setting up the machinery for the "Bond a Week Club" promotion and making sure that neither our advertisers nor listeners could be hurt, we authorized Mr. ——— and a crew of his salesmen to go ahead and sell the "Bond a Week Club" in our area.

Imagine our chagrin when after securing some 17 accounts, our checkback showed that Mr. ——— had offered as inducement for sales, not the plan previously worked out, but practically all of the time on the radio station. Immediately upon learning the true state of Mr. ———'s promotion we tried to contact this gentleman, only to find that he had disappeared for parts unknown.

Since then, we have found that he had collected cash payments which have not been turned over to us, making it necessary for us to turn the matter over to the authorities. Sheriff Bill Eddins of Winkler County holds a felony warrant for his arrest and will extradite should he be apprehended . . .

We feel it is our duty to inform our fellow broadcasters of this man's activities. . . .

Victor King
Station Manager
KERB Kermit, Tex.

* * *

Helpful Offer

EDITOR:

I noticed in . . . BROADCASTING • TELECASTING that the networks are planning a big "Get Out the Vote" campaign this year. WLOW has started the same kind of drive here.

I have written letters . . . to all the announced Presidential candidates, together with a "Get Out the Vote" announcement, with a request that they record the announcement for broadcast here in the Tidewater area. I have heard from them and they all think it a great idea. They will make the records as soon as time permits.

The announcements urge the people to use their American privilege of the right to vote . . . regardless of their party preference.

When the records are cut by these distinguished people, WLOW will be happy to send copies to all stations requesting them. The announcements to be recorded do not mention any particular section of the country.

I believe these discs, with other discs on the subject recorded by local civic leaders, will make quite an impression on the "lazy" voters of this nation.

Bob Drepperd
Program Director
WLOW Norfolk, Va.

* * *

Another Man's Poison

EDITOR:

I have received several calls from radio stations wanting to know whether d-Con and Dianol are the same company. They are not of the same company. They are entirely two different corporations in different parts of the country. Mr. Barnett Friedenberg is the account executive on the Dianol account and has nothing whatsoever to do with the d-Con account. Therefore we are calling your attention to the fact. Please correct the impression that people may have from reading the article [B•T, March 24].

H. A. Friedenberg
President
Marfree Advertising Corp.
New York City

[EDITOR'S NOTE: Nowhere in the story was it said that d-Con and Dianol were the same companies, but B•T is glad to publish Mr. Friedenberg's request for further emphasis.]

* * *

Commercial Plug

EDITOR:

Advertisements in your publication are quite effective. I have been besieged by requests for a set of books my outfit presumably offered in TELECASTING YEARBOOK.

I say "presumably" because I have not seen the ad, nor has the home office been kind enough to tell me what it's all about.

Apparently my copy of the YEARBOOK was lost in the mails. How about sending me a copy?

W. B. Varnum
Broadcast Equipment Sales
RCA Victor
Kansas City

NATIONAL SPOT ADVERTISER PLACES

$20,000

ANNUAL CONTRACT ON WLOF, ORLANDO, FLA.

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

PROOF OF WLOF RESULTS!

Place your schedule now
and watch results come in.

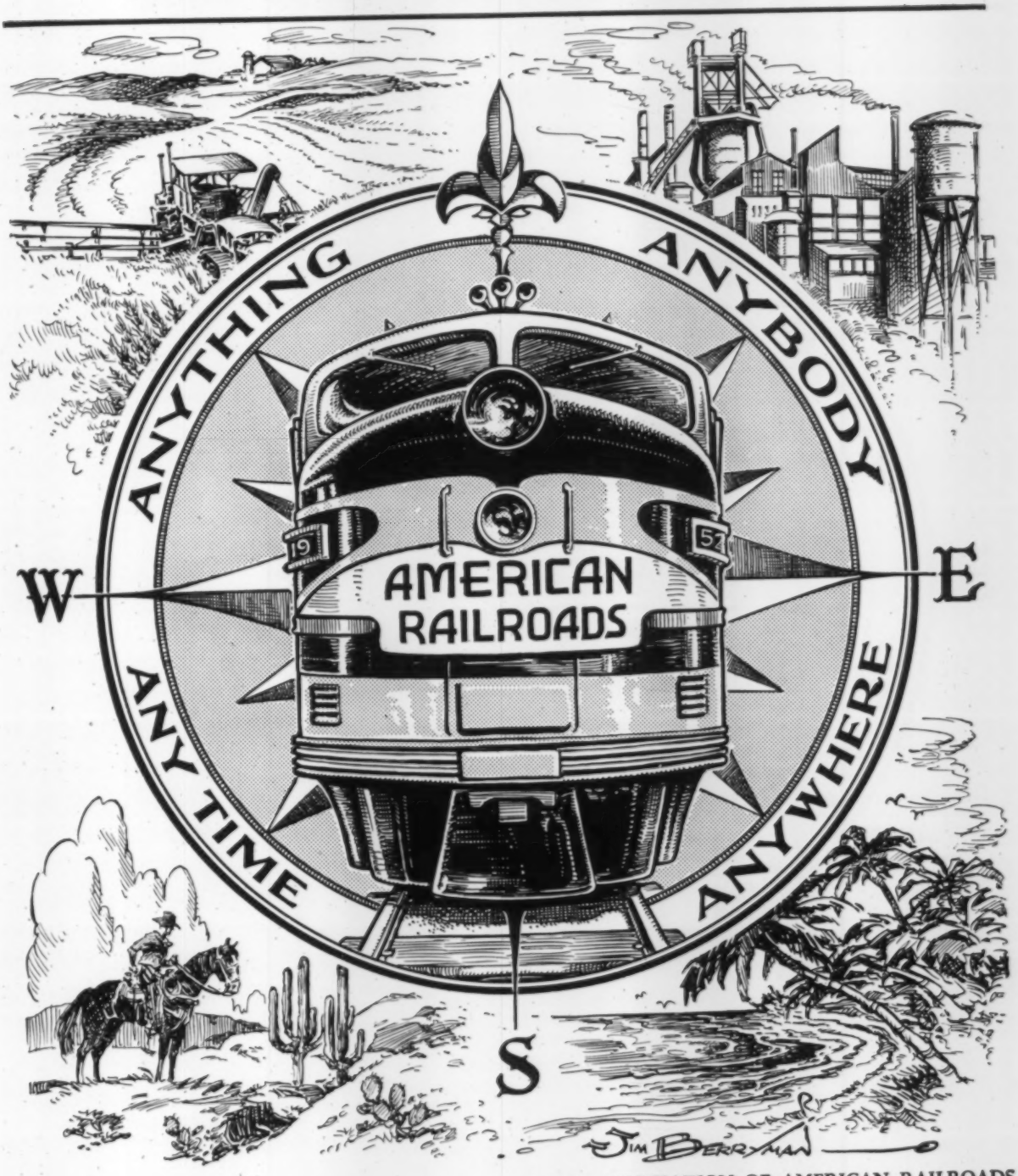
CONTACT US DIRECT OR
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

ENCOMPASSING ALL



for the ASSOCIATION OF AMERICAN RAILROADS

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 Salesman is

WPTF

also WPTF-FM

50,000 WATTS · 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

VOL. 42, No. 14 APRIL 7, 1952

RADIO-TV UNITY AFFIRMED

At 30th NARTB Convention

By J. FRANK BEATTY

RADIO and television broadcasters took stock of their advertising and program resources last week at the annual NARTB Convention and drew up plans to live together in the coming period of TV expansion.

Though it was the first no-crisis convention in many years, with few of the usual feuds, an all-time record was set in attendance at meetings.

The Chicago convention of 1952 took few unexpected actions that are likely to change the framework of radio and television to any considerable extent. Rather it was a "think session" and a consolidation of facilities in preparation for the media battle ahead.

Broadcasters acted to solidify their position in the media field by strengthening their two sales weapons — Broadcast Advertising Bureau and the new Radio Affiliates that grew out of the affiliates committee.

Telecasters, soon-to-be-telecasters and hope-to-be telecasters used their convention days and nights to advantage, learning the tricks of this new and fast-blooming advertising art from their brother broadcasters who already are adding pictures to their sound services.

Developments Denote Strength

The association itself emerged from the Chicago meeting as a stronger organization, having the support of a heavy share of the television industry. The achievement of bringing TV stations into the association during the past year and developing association unity was credited to Harold E. Fellows, who assumed the presidency last June.

These are the main developments of convention week:

● Groundwork was laid for station association structure.

● Industry lined up to put on a "Get-Out-The-Vote" campaign.

● New TV board of directors elected.

● Quick TV thaw and opening of UHF band promised by FCC Chairman Paul A. Walker.

● Panicky fears about sound broadcasting's future largely dispelled.

● Facilities set up to keep sound broadcasting strong.

● FM stations will expand promotion campaign.

● Association will fight to protect right to report legislative and judicial proceedings by microphone and camera.

* * *

PLAQUE, commemorating founding of NAB 30 years ago presented at NARTB Tuesday luncheon to William S. Hedges, NBC vice president (right) by President Justin Miller. Mr. Hedges recalls the association's organization in his booklet, *In the Beginning* [B•T, March 31].

● Affiliates association formed by NBC-TV station group to protect own interests.

● Record interest shown in TV equipment and Engineering Conference.

Many of the projects that received industry support last week will require board action. Others can be put into operation quickly by NARTB's President Fellows. Radio and television boards are not expected to meet before late spring or early summer.

There were a few partially "forgotten men" that received minimum attention. These included:

● TV code, in which little interest was shown because it is only a month old.

● Sports broadcasts—telecast rights, and there are troubles aplenty in this field.

● Research apathy, with the convention sidetracking a resolution though the new Radio Affiliates called for a frontal attack on this deep-rooted and serious media problem. The late Broadcast Audience Measurement Inc. was quietly interred.

Interest ran high in the newly-formed Radio Affiliates. Paul W. Morency, WTIC Hartford, chairman of the All-Industry Affiliates Committee, hastily formed a year ago in the panicky moments of network rate cutting, agreed to serve temporarily as head of Radio Affiliates during the organizational days. His services during the past year drew an ovation from broadcasters.

BAB, too, captured substantial support from delegates as it set out on its own, completely independent from NARTB. The BAB Sales Roundup Monday afternoon drew some 1,500 broadcasters. It was open to all stations. The Roundup was staged with elaborate trappings and used spectacular production tricks to point up the practical selling material.

NARTB and BAB both emerged strong, from a membership stand-

(Continued on page 70)

AFFILIATES COMMITTEE

Continuance Voted

By RUFUS CRATER

VOTING without exception to perpetuate their radio-wide Affiliates Committee, some 200 representatives of affiliated stations last week reaffirmed their faith in their medium, went on record against off-card sales, and called upon networks to help "re-establish the essential dignity, prestige and stability of network radio."

Acting on the recommendation of the 13-man committee set up to meet the crisis precipitated by network rate cuts a year before, the affiliates, meeting Monday in Chicago, also proposed the creation—via BAB's research committee—of an industry-wide group to pass on the "acceptability" of radio research.

Paul W. Morency of WTIC Hartford, who has headed the Affiliates Committee during the past year, won a long ovation with his report on committee activities to date. He expressed a wish to be relieved of the committee chairmanship in order to concentrate on WTIC affairs, but agreed to serve for "30 to 60 days" while a successor is being chosen.

"There is no doubt that the coming year will be a critical one in the history of radio," Mr. Morency declared in his report, calling upon all affiliates to "examine their operations critically and carefully" and to give support to the activities of both NARTB and BAB.

By unanimous action, the affiliates endorsed the four resolutions offered by the committee:

• Petitioned the networks to do nothing that "might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates," without first discussing the move and the reasons for it with affiliates.

• Denounced off-card deals and acceptance of advertiser pressures for reductions in rates, calling upon stations individually to protect their own cards and to "use such methods of persuasion as seem most desirable" to get other broadcasters to do so, too.

• Recommended that the BAB Research Committee take steps toward "formation of a committee composed of representatives of affiliated stations, independent stations, station representatives, networks, advertisers and advertising agencies to pass on the acceptability of any research to be undertaken to insure acceptability on the part of all interested parties. . . ."

• Commended NARTB and BAB, and urged affiliates to "support both of these associations financially and through constructive help in committees and through a united industry front."

The affiliates left it to the present 13-man committee to devise the method of perpetuating the organization, suggesting only that it prepare "a simple constitution and by-laws." Any idea that it should be a one-year organization was affirmatively rejected: When Paul H. Goldman, KNOE Monroe, La., proposed from the floor that the committee be continued and used the term "for a year," the time limitation was deleted.

The committee consists of Mr. Morency; Edgar Kobak, WTWA

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NEWS INTERNSHIP
Would Expand Project

EXPANDED program of practical training in radio journalism for college teachers through summer service at broadcast stations was voted March 30 by the Council on Radio Journalism, which met during the NARTB Chicago convention.

Plans for summer internships for teachers in broadcast stations were approved by the council, comprising National Assn. of Radio & Journalism Broadcasters and American Society of Schools and Departments of Journalism.

Basket Mosse, Northwestern U., council chairman, said two-score applications for internships have been received from teachers. The council program gives teachers employment at broadcast stations, which bear the costs.

Hugh Terry, KLZ Denver, said the plan benefits both broadcasters and teachers, qualifying these teachers to train young people for the profession of radio journalism. The council plans to include TV stations in the program.

Mitchell V. Charnley, journalism professor, U. of Minnesota, reported to the council on needs and prospects in education for TV news techniques.

Attending the meeting were Prof. Charnley; Mr. Terry; Robert K. Richards, NARTB public affairs director and council secretary-treasurer; Edward Breen, KVFD Ft. Dodge, Iowa; Donald Brown, U. of Illinois; Sig Mickelson, CBS; Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors; Arthur Barnes, U. of Iowa. Absent were Wilton Cobb, WMAZ Macon, Ga.; Paul Wagner, Ohio State U., and Floyd Baskette, U. of Colorado.

Miss Truman Signs

MARGARET TRUMAN will make nine guests appearances on NBC radio and TV shows during the 1952-53 season under a contract renewed last week, NBC reported. James Davidson, Miss Truman's personal manager, and Charles C. Barry, NBC vice president in charge of radio programs, negotiated the new contract, financial details of which were not disclosed.

30TH YEAR
Fellows Asks Member Support Against Industry's Shacklers

SUPPORT of the 30-year-old NARTB for common protection against those who would shackle the industry with legislative restraints and economic burdens was advocated by President Harold E. Fellows at a luncheon marking the association's anniversary.

The ceremony was held Tuesday during the NARTB Chicago convention. William S. Hedges, NBC vice president and one of the association's founders, was presented a plaque in honor of his participation in the event. Presentation was made by Judge Justin Miller, NARTB board chairman.

Judge Miller introduced Mr. Fellows, paying a tribute to his record of achievement in less than a year —a period in which television has been integrated into the association.

President Fellows recalled the five reasons behind formation of NAB three decades ago and said they apply in the same form today. The reasons, he said, were:

To oppose unseemly demands for music licensing fees.

To encourage development of an orderly system of licensing stations.

To resist through unified action any unfair or burdensome legislation.

To offset unfair public criticism and to seek public approval.

To do something about advertising to guarantee a healthy growth of the industry.

NARTB's history has been marked by three major periods of growth, Mr. Fellows said—founding to Pearl Harbor; wartime operation and reorganization period with FM, TV and granting of many new outlets. Now a fourth stage is here, he said, calling it a stage of unity. Dismissing worries over survival, he suggested there was no reason for worry because of a simple fact, "This association is essential; it is not expendable."

Industry forces produced by the association are Broadcast Music Inc., 1939; Broadcast Measurement Bureau, 1944, and Broadcast Advertising Bureau, 1949, Mr. Fellows recalled, with BMI and BAB still operating as healthy institutions.

With NARTB having about half of AM stations a higher ratio of FM and over 80% of TV stations, President Fellows said the financial position also is stronger. He said pressure of regulatory and legislative problems requires sound financing and support so the association can do its normal job without special appeals for help.

In the struggle of broadcasting and television stations for survival in the 50-cent dollar era, he pointed out that the expense surge is rising faster than income. "We must correct that situation in radio," he went on, "and we must never let it happen in television." Taxes, too, are creeping upward around the nation and broadcasters must resist together these local government levies.

The final menace, he added, is reduction of "the margin of profit in radio and television to such risk limits that there will be no compelling reason to stay in business. No person can stand alone in meeting this difficulty; we have learned the hard way that independent action establishes precedents jeopardizing each of us."

Mr. Fellows referred to rising costs of equipment and said broadcasters must make their own decisions after careful study and exchange of opinions. As to legislation, he referred to 86 bills in Congress that directly affect the industry and called it "a continuing battle." He commended work of the state associations.

In concluding he called on broadcasters, as custodians of a "great, living instrument of good for mankind, something that belongs to the people," to protect this "immensely precious" property.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"No, it wasn't another woman, your honor. It was all those NARTB, BAB, BMI, state and district conventions."

Free in '53

FREE trip to the 1953 NARTB convention, to be held in Los Angeles was won at last week's convention by John W. Boler, president and general manager of KCJB Minot and president of KSJB Jamestown, N. D. As holder of the right coupon, Mr. Boler will be the guest of the Southern California Broadcasters Assn., which passed out brochures and coupons to all registered NARTB members at the Chicago convention.

AAAA MEET

Analyzes Radio-TV at White Sulphur Springs

By EDWIN H. JAMES

TELEVISION—how to produce it, how to measure it, how to pay for it—occupied a major part of the annual meeting of the American Assn. of Advertising Agencies last week.

One whole afternoon of the April 3-5 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was set aside for discussion of TV. When the subject of television research came up, radio got into the talk too.

Whereas a year ago, the AAAA might easily have dismissed radio as something about which everybody knew all there was to know, last week agency research experts said there was an appalling lack of facts about it.

This change in advertiser-agency attitude was also noted earlier this week by Paul W. Morency, chairman of the all-radio Affiliates Committee, in Chicago (see story page 23).

Need for Research Dominates

As at the convention of the Assn. of National Advertisers last month [B•T, March 24], the topic that dominated media discussion at the AAAA meeting was the need for better research for all media and the expressed hope that the revived Advertising Research Foundation would be the instrument to accomplish that objective.

TV costs also figured prominently in the AAAA speeches.

Television will be advertising's No. 1 medium, but not if its costs rise beyond a guarantee of reasonable return, J. Hugh E. Davis, vice president and director, Foote, Cone & Belding, said during the Thursday afternoon session.

"We know only too well that $5 a foot for rent for a Frigidaire showroom at Fordham Road and Grand Concourse in the Bronx is a very fair price," said Mr. Davis.

"And we also know that five times that price, or $25, is impossibly out of line . . . there just aren't enough prospects who might be sold to make the $25 rent pay off."

So it is with television, said Mr. Davis.

A lot of people are worrying about the TV rent going up. But will it go beyond reach? Mr. Davis thinks not.

The reason that TV costs will be kept in line with TV advertising returns is that agencies and advertisers will not permit costs to rise that high.

"We are the buyers," said Mr. Davis, "and, as always, it is the buyer who ultimately sets the price."

He said that even when the freeze is lifted and many new stations take the air, TV rents will not go too high because, though the total bill for true national coverage may be higher, the cost per thousand will not.

"Sure," he said, "we may pay some very high prices. Maybe $5 million annually may be the time and talent bill for a half-hour weekly of night time. But we are not going to pay that price unless we get our money back and a good profit besides."

Obviously, said Mr. Davis, big-time television could be afforded only by the big advertisers. The way TV will be used, he thought, was this:

"If you are already in the big-time—that is, if you have a mass consumed product that is a leader—you will be using television in a big-time manner, just as many of your clients are now doing. If not, you will compete with your low budget in low-cost television or in other media with less coverage and less impact. . . .

"But if you do have something to offer, you can speak and even pass them (the leaders) by starting small and growing to where you, too, are in big-time. . . .

"So if you have a superior product, it is the same old story. You will go from small space to large space and a bigger and bigger sales volume. You will also go from none or small-time television to big-time television. And if your product is still better than the competition, you will be out in front."

TV Must "Get Sales"

Now if TV costs begin to go beyond even the big money that the leaders can afford, advertisers will have to pull out. If enough do, the costs will be brought down.

"You and I are not going to let the rent go too high," said Mr. Davis. "If it (TV) gets us the increased sales that we need to justify its great cost, then we will pay the price and use it.

"If it does not, the answer is simple. We won't use it."

TV networks may very well emerge from the developmental period in far different form from that of radio networks which until comparatively recently, used live programming almost exclusively, N. Neil Reagan, vice president of McCann-Erickson, Hollywood, told the AAAA.

Film, he said, will make the difference.

Though he cautioned that he was not predicting that live programming was in its death throes, Mr. Reagan advanced a number of reasons why, for many shows, film is up to live performance.

"Experience has shown," he said, "that by and large a national advertiser can do a better job of tailor-making his coverage by spot buying . . . this of course means filming his show."

Of as much importance, film also has these advantages. . . . "Low cost once second and third runs have amortized production expenditures; high quality in attaining effects not possible in live production; ease of handling for the client and agency who are freed from fear of fluffs, and shortage of live studios."

Hollywood's production facilities are huge, Mr. Reagan pointed out, and are being expanded. Additionally, "Hollywood is a beehive of activity in the field of technical development relating to television," he said.

Mr. Reagan reported the development of a new film camera "that bids well to cause a stir in the field of television commercials," one which keeps both foreground and background in sharp focus.

Developed by Ralph Hogue, who invented the camera used in "Citizen Kane," the Orson Welles movie that was noted for its depths of focus, the new camera has produced sample TV commercials which Mr. Reagan said illustrated its unusual qualities by showing a close-up of detail of a ring held almost up to the lens while persons across the street in the background were in sharp focus.

Aside from technical advantages,

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Head Table at NARTB's 30th Anniversary Luncheon Included These Four Groups:

William Fay, WHAM Rochester; Orrin Towner, WHAS Louisville; Harry Bannister, WWJ-TV Detroit, soon to join NBC; Campbell Arnoux, WTAR Norfolk, Va.; E. M. Johnson, MBS.

Goar Mestre, CMQ Havana; Frank White, MBS; Paul Raibourn, KTLA (TV) Los Angeles; William B. Quarton, WMT Cedar Rapids, Iowa; William B. Ryan, BAB.

Raymond Guy, NBC; W. D. Rogers Jr., KEYL (TV) San Antonio; A. James Ebel, WMBD Peoria, Ill.; James C. McNary, engineering consultant; Richard M. Fairbanks, WIBC Indianapolis.

Chris J. Witting, DuMont TV Network; James D. Shouse, WLW Cincinnati; Harold E. Fellows, NARTB; Judge Justin Miller, NARTB; Henry H. Fowler, National Production Authority.

RESOLUTIONS

NARTB Endorses Get-The-Vote Plan

THREE-FOLD campaign to bring out the largest vote in history was endorsed last week by NARTB at its Chicago convention in a series of resolutions. An all-industry committee will be named to develop the project.

Another resolution adopted by the convention at the Wednesday luncheon called on broadcasters to oppose legislative proposals to restrict radio and TV coverage of legislative hearings (see TV debate story page 99).

All resolutions were adopted without opposition but a proposal to set up an industry yardstick of audience measurement was sidetracked after Campbell Arnoux, WTAR Norfolk, Va., moved it be referred to the board of directors. This motion was approved.

The vote-stimulating plan, originally credited to Joe Wilkins, KFBB Great Falls, Mont., who started the idea several years ago in the Montana legislature, has these three objectives:

To promote a national registration month in all states and urge all potential voters to be properly registered.

To support and take the lead in a "Get Out the Vote" campaign prior to and on election day.

To urge the members of the U. S. Congress to pass legislation now pending providing for a national election day half-holiday as an important adjunct to full voting by the people.

Behind the movement is the need "for full and informed participation by the citizens of this country this year."

Resistance to Discrimination

Strong appeal for industry action to meet the menace of radio-TV discrimination by legislative, bar and other groups was made in the resolution calling for resistance of such steps. It was pointed out that New York recently banned broadcasting of proceedings where witnesses are subpoenaed and similar prohibitions are likely to be proposed elsewhere.

This marks an "undesirable trend," it was stated, amounting to "a repudiation of those firmly established principles of the law of evidence recognized ever since the days of the Star Chamber restated by Blackstone and amplified in the present day texts of Wigmore, that the best guarantee of veracity on the part of witnesses is the presence of an informed public."

People have a right to know about the operations of their government, the resolution continued, and both radio and TV have an inherent right to equal and fair treatment in performing the news-gathering function "with the accompanying right to disseminate such information to the public through their established techniques of communication."

The proposed resolution on research said widespread confusion has come out of varying techniques, with emphasis on ratings often detrimental to best interests of both advertisers and broadcasters.

In an increasingly competitive advertising sales market, it was stated, it is necessary to present accurate information on total circulation, universally accepted, similar to information and analyses offered by other advertising media.

The fact that radio is advertising's "lowest-priced mass advertising medium and that the television consumer impact is of proportions unequaled by that of any other advertising medium" was emphasized in the proposed resolution. The proposal was rejected.

Other Resolutions

Other resolutions lauded FCC Chairman Paul A. Walker for his Wednesday luncheon speech and voiced gratitude to Vice Chairman Rosel Hyde and Commissioners George Sterling and Robert Bartley for appearing at the convention.

President Harold E. Fellows was praised for his administration since taking over NARTB's management last June. The convention committee, headed by James D. Shouse, WLW Cincinnati, was given a vote of thanks for its arrangements.

Resolution of respect to the memory of former Sen. Wallace White Jr., who died last Monday, was adopted (see story, page 30).

Other resolutions expressed appreciation of BMI's composers contest, clinics and other services as well as Foreman M. Lebold and the Library of Congress for their courtesy in providing documents for the Freedom Hall display during the convention; thanked NPA officers for their participation in the convention and Col. Ed Kirby for the Armed Forces information booth; approved the Voice of Democracy contest and extended thanks to Dwight Clark, Fort Collins, Col., one of the four national winners and a speaker at the Wednesday Luncheon.

Full confidence in Broadcast Advertising Bureau was voiced and support pledged to the sales agency in its independent status. NARTB was commended for its cooperation with Radio-Television Mfrs. Assn. in promoting FM tuners for TV sets. Manufacturers were urged to turn out auto sets capable of receiving FM.

National associations participating in development of audiences for United Nations radio programs were thanked by NARTB. The organizations are coordinated by Dorothy Lewis, UN radio official.

The Conrad Hilton Hotel was thanked for its convention arrangements.

Prospective television station operators were cautioned by veterans at the NARTB convention last week to make absolutely sure that they have as much floor space as possible, and to figure that their operating costs will depend on the type of program service they want to provide.

Small stations were advised, for the most part, to start conservatively, with programming at least five to seven days a week but perhaps for only a few hours a day, and to resist any inclinations to "go expensive."

The TV "confession" panel was supervised by Harry Bannister, WWJ-AM-TV Detroit, who confirmed that effective April 14 he will "take over station relations" at NBC[B•T March 31, 24], and consisted of Walter Compton, WTTG (TV) Washington; Walter J. Damm, WTMJ-TV Milwaukee; Thad Holt, WAFM (TV) Birmingham, Ala.; Harold V. Hough, WBAP-TV Fort Worth; Gaines Kelley, WFMY (TV) Greensboro, N. C.; Klaus Landsberg, KTLA (TV) Los Angeles; Robert Lemon, WTTV (TV) Bloomington, Ind.; Glenn Marshall, WMBR-TV Jacksonville, Fla., and Lee B. Wailes, Fort Industry Co.

The session was on a question-and-answer basis, after a brief introduction by Mr. Bannister.

In answer to a query, Mr. Wailes expressed belief that, by and large, AM experience by TV employes is often very helpful. But others, particularly Mr. Hough, felt that while radio experience is helpful in "routine" TV jobs, often it is easier to train beginners in TV than radio "oldtimers." This view appeared to be shared by Mr. Holt and others.

Mr. Marshall advanced the estimate that a station can be operated at a cost of $1,000 per employe per month, an estimate that coincided with those of other panel members including Mr. Kelley, who emphasized that station operators should not be "deluded" into thinking that they had to hire "prima donnas." At WFMY (TV), he said, some of the best employes were secured through general advertisements.

Mr. Lemon voiced the belief that a station can be operated for around $20,000 a month, while Mr. Landsberg noted that the question of costs and number of employes depend upon the type of programming which is undertaken. He also felt that in many cases radio-experienced personnel help comparatively little in TV.

Local Events More Interesting

On programming, he was confident that independents can compete successfully with network affiliates.

Mr. Damm cautioned prospective telecasters to "stay all on one floor," with the back entrance level with the ground—to move out of the downtown area, and, as most other panel members insisted, to have as much storage space as possible.

He also advised that separate contracts be written, in every case, for (1) time, and (2) all other station services.

Mr. Hough especially insisted upon stations making sure that they had adequate space, asserting that his station spent $2.4 million and discovered it still didn't have space enough.

On the source of income, Mr. Damm said WTMJ-TV's last year came 12½% from the network.

Somewhat differently, Mr. Kelley said WFMY (TV)'s came approximately one-third from network, one-third from national spot and one-third from local and regional business.

When Mr. Damm reported, in answer to a question, that WTMJ's local radio sales were holding even this year with last year's while national spot was down 16% and network business down 22%, Mr. Bannister noted that WTMJ is in

(Continued on page 108)

PANEL on management problems at NARTB convention was moderated by Chet Thomas (back row, center), KXOK St. Louis. Panel members were (seated, l to r): Richard P. Doherty, NARTB; Leslie C. Johnson, WHBF Rock Island, Ill.; Simon R. Goldman, WJTN Jamestown, N. Y. Back row, William B. McGrath, WHDH Boston; Mr. Thomas, and Robert T. Mason, WMRN Marion, Ohio.

BAB BOARD of directors met before opening of NARTB convention. At meeting were (vertical row at left, front to back): Martin Campbell, WFAA Dallas; Frank White, MBS; H. Preston Peters, Free & Peters; Lou Hausman, CBS; Clockwise around table: George Hatch, KALL Salt Lake City; Gene Cagle, president, Texas State Network; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Donald W. Thornburgh, WCAU Philadelphia; T. C. Streibert, WOR New York; John F. Patt, Goodwill Stations; Ed Kobak, retiring BAB chairman; Charles C. Caley, WMBD Peoria, Ill., new chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen Woodall, WDAK Columbus, Ga.; Robert D. Swezey, WDSU New Orleans; William B. Quarton, WMT Cedar Rapids; William B. Ryan, BAB president; Gene Higgins, BAB; Adrian Murphy, CBS; William McGrath, WHDH Boston; Simon R. Goldman, WJTN Jamestown, N. Y.; John F. Meagher, KYSM Mankato, Minn.

BAB 'ROUNDUP'

Severs Tie With NARTB

BROADCAST Advertising Bureau marked its final divorce from NARTB March 31 with a "Sales Roundup" that occupied the first afternoon of the NARTB Chicago convention. The roundup was conducted with a Wild West theme, during which over 1,500 broadcasters filled the main ballroom of the Conrad Hilton Hotel.

The program's purpose was three-fold: Sales assistance, BAB membership solicitation and entertainment. Edgar Kobak, retiring BAB board chairman, presided beneath an Indian-style feathered head-dress. Charles C. Caley, WMBD Peoria, made his first appearance as new board chairman. William B. Ryan, BAB president, and other staff members took part in the program.

Preceding the BAB roundup, James D. Shouse, WLW Cincinnati, retiring NARTB director-at-large and chairman of the 1952 NARTB convention committee, formally opened the convention. Mr. Shouse welcomed members of NARTB and BAB as well as non-members invited to appear on the program. He spoke on behalf of the full committee, which included George B. Storer, Fort Industry stations; Harold Wheelahan, WSMB New Orleans, and Merrill Lindsay, WSOY Decatur, Ill. NARTB President Harold E. Fellows greeted delegates.

In opening the BAB program Mr. Kobak called for more and better radio salesmanship. He called on stations to stick to their rate cards. The rate-splitting idea was pointed up by Jerry Amster, national indoor archery champion, who shot a series of arrows up the middle of a rate card supplied by David Kimble, promotion manager of WBBM Chicago. Mr. Kimble later acted as volunteer stooge for Doc Conrad, whip cracker.

Mr. Caley, garbed in 20-gallon hat, said BAB has $468,000 in sight for the next fiscal year compared to $345,000 in BAB's first year, but declared this was "only a good start." He said $700,000 will be needed by Oct. 1 and compared the budget to the million-dollar-plus budget of the newspaper Bureau of Advertising. "Radio is not nearly big enough," he said.

BAB President Ryan was introduced as "Bronco Bill Ryan" by Bob Atcher, WLS Chicago artist, who served as m.c. Mr. Ryan diagnoses radio's troubles as "only a head cold" and not "cancer," as implied by competitive media. He noted a marked change in attitude toward broadcasting, calling it "the renaissance of radio advertising." Radio is growing 50 times as fast every year as newspapers, he claimed, referring to the continued public demand for sets.

Mr. Ryan urged broadcasters to hold the line on rates, even if sacrifices are required. Forty-two BAB clinics will be held this year, starting on the West Coast in April, he said.

A feature of the afternoon was a drawing for door prize. Winner was D. L. Craddock, WLOE Leaksville, N. C. who was presented a live calf.

Main sales feature was a series of short success stories narrated by a group of "three-minute men." They were Bert Banks, WTBC Tuscaloosa, Ala.; William J. Edwards, WKNX Saginaw, Mich.; Simon Goldman, WJTN Jamestown, N. Y.; Julian F. Haas, KARK Little Rock, Ark.; George J. Higgins, KMBC Kansas City; Winslow Leighton, WSNY Schenectady, N. Y.; Daniel C. Park, WIRE Indianapolis; S. John Schile, KUTA Salt Lake City; C. H. Simpson, WKBI St. Marys, Pa.; Don Sullivan, WNAX Yankton, S. D.; Elmer Wayne, WJR Detroit.

BAB sales services were spectacularly described by Kevin B. Sweeney, vice president, and John F. Hardesty, director of local promotion. Blow-ups around the balcony were described as Jerry Amster shot arrows, timed with a spotlight. The young archer showed uncanny precision in the case of a blowup showing photos of a girl with bare midriff and another depicting a bull.

Mr. Ryan wound up the program with a review of BAB's plans for the coming year. Ben Gimbel, WIP Philadelphia, dramatized the membership drive by agreeng to join BAB if the archer could hit an application blank from the back of the room. The aim was good and WIP became a member.

BAB held several private meetings during the convention, including a breakfast for state membership chairman and a board meeting at which Chairman Caley assumed office.

At its March 30 meeting the BAB board, besides electing Mr. Caley chairman, took the following actions:

(a) Established a special membership category to enable universities and colleges to have access to BAB's sales aids for instructional purposes.

(b) Approved plans for promotional services and membership solicitation during the fiscal year beginning April 1, 1952.

(c) Voiced appreciation to Mr. Kobak and commended him for his service as board chairman.

(d) Appointed BAB auditor William L. Morison as assistant secretary-treasurer of the corporation.

(e) Confirmed appointment to board of Adrian Murphy, president, CBS Radio, as replacement for Howard S. Meighan.

(f) Commended BAB president William B. Ryan and his staff for the

(Continued on page 67)

RAPID-FIRE narration of BAB services, aided by a sharp-shooting archer, was given by Jack Hardesty (l), local sales promotion director, and Kevin Sweeney, vice pres.

COWBOY DECOR prevailed at BAB sales roundup during convention. Fifty-gallon hat toters are (l to r): William B. Ryan, BAB president; Harold E. Fellows, carefully adjusting tie, NARTB president; Charles C. Caley, WMBD Peoria, Ill., new BAB board chairman, and Big Chief Edgar Kobak, retiring board chairman and an honorary member of the Pawnee tribe.

"NOW you're on your own," said Bob Atcher, WLS Chicago, and m. c. at BAB's sales roundup, to D. L. Craddock, WLOE Leaksville, N. C., winner of this calf as door prize.

CONVENTIONS

Media Coverage Plans Outlined

PLANS for the most elaborate broadcast coverage of political conventions in history were described last Tuesday afternoon at a panel session of the NARTB convention.

Chairmen of the radio and television pool committees and radio-television directors of the Democratic and Republican National Committees explained the intricate system that will be used to take the conventions to a potential television audience of 60 million and a radio audience even larger.

Sig Mickelson, CBS-TV, chairman of the television network pool committee, said that the pool would use seven cameras in the convention hall. Cost of the pool: About $150,000 which will be shared proportionately among pool participants.

Those among the seven independent TV stations in the U.S. that want to cut in on the pool will have to pay their portion of the total pool maintenance costs plus whatever AT&T charges to feed their station from Chicago. It will also cost participating TV stations about $250 each for their share of the audio costs.

Pool to Operate System

William McAndrew, NBC, chairman of the radio network pool, said the pool would install and operate the central audio system of the convention, providing mikes serving the platform and each of the individual delegations. TV, of course, will use this same audio.

Mr. McAndrew reminded the audience that though there will be an estimated 17-odd million TV homes by convention time next July, another 27 million homes would be served only by radio.

Ben Cottone, general counsel of the FCC, a member of the audience, rose to ask Mr. Mickelson whether the pool would feed theatres in cities without TV stations but within access to AT&T coaxial cables carrying the convention programs.

"We are operating a pool to feed television stations," Mr. Mickelson said. "No other kinds of outlets are contemplated."

Kenneth Fry, radio-television director of the Democratic National Committee, reminded broadcasters that after candidates have been selected and the campaigns begun, there was a good chance for broadcasters to pick up political business.

He pointed out that while the national committee would be buying radio and TV time mostly on a national basis, either on networks or through national spot, local party organizations on the state or county levels would have funds of their own to spend. He advised broadcasters to begin now to sell parties in their own areas on the use of radio and TV.

Both Mr. Fry and Edward T. Ingle, radio-television director of the Republican National Committee, said the national committees would urge local groups to buy time on behalf of local campaigns.

Ralph W. Hardy, director of the NARTB government relations department, reviewed the status of the Horan bill (HR 7602) which has been reported out by the House Interstate & Foreign Commerce Committee and which would amend the political broadcast section of the Communications Act to give broadcasters protection against libel [B•T, March 31, 17].

"This is the first time we have had a really good chance to get something done about Section 315 (the political broadcast section)," said Mr. Hardy. "I hope every broadcaster will urge his Congressional delegation to act on this."

Bill May Become Law

Mr. Hardy said that it was quite possible for the bill to be pushed through into law before the political conventions.

Clair R. McCollough, Steinman stations, chairman of the panel, opened the session with a plea to broadcasters to cooperate in a vigorous campaign to get out the vote.

"That is one of the finest things this industry could do," he said. "I hope everybody will give it a full promotion."

POLITICAL broadcasting was discussed by Tuesday afternoon panel consisting of (seated, l to r) William McAndrew, NBC, chairman of radio pool committee for 1952 political conventions; Sig Mickelson, CBS-TV, chairman of television pool committee; Clair R. McCollough, Steinman Stations, panel chairman; standing, Edward T. Ingle, radio-television director, Republican National Committee; Kenneth Fry, radio-television director, Democratic National Committee.

* * *

Orange Market Test

FLORIDA Citrus Commission will use radio and newspaper campaign between April 7 and May 30 in Memphis and Louisville for special marketing test to determine whether consumer buying habits can be changed to buying oranges by the pound instead of by size and count. J. Walter Thompson Co., New York is agency.

OHIO RADIO EDITORS

Meet April 19 in Columbus

ANNUAL meeting of the Ohio Assn. of Radio News Editors will be held April 19 in Columbus' Deshler-Wallick Hotel.

Meeting is open to all radio and television news editors in Ohio, including non-members of OARNE. William Crooks, WFMJ Youngstown, OARNE president, has appointed Paul Wagner, WOSU Columbus, Ohio State U., to handle arrangements for the meeting. Those wishing to attend are asked to contact Mr. Wagner.

'REVIEW' UNIT

Rep. Gathings Proposal Snagged

RUG WAS pulled from under a House "sleeper" last week which would have established a select, 15-man committee to probe radio-TV programming. At least temporarily, the proposal is in deep water with faint chances for swimming.

Turnabout on the resolution (H Res 520), introduced by Rep. E. C. Gathings (D-Ark.), came about at the close of the week.

These were the developments:

● House Interstate & Foreign Commerce Committee huddled on the resolution which had been approved by the House Rules Committee March 28 [B•T, March 31]. It had been placed on the House calendar with chances ripe for action this week and subsequent appointment of a select committee.

● However, Rep. Robert Crosser's (D-Ohio) Commerce group noted in a session with Rep. Gathings, the resolution's sponsor, that it had not been notified that the Rules committee was reporting out the measure. Members of the commerce unit pointed out that because of radio-TV subject matter in the resolution, the legislation rightfully came within purview of Rep. Crosser's committee and it should have been consulted.

● Rep. Gathings told BROADCASTING • TELECASTING that he was "delighted" with the Commerce group's concern. He has re-introduced a new resolution (H Res 596) that would set up the select committee to probe "immoral or otherwise offensive matter" in books, magazines and comic books. Thus, in effect, this resolution and another (H Res 597), introduced by Rep. Edward H. Rees (R-Kan.), who has been working with Rep. Gathings on the matter, would be a substitute proposal to probe printed matter only.

Will Ask Approval

● The Arkansas legislator now intends to ask the Rules committee to approve a resolution he introduced last summer which would have called upon the House Commerce Committee to do the investigating of radio-TV programs (H Res 278).

● Meanwhile, the Commerce group expects to go into the matter further. It may do so today (Monday).

It was said by a close informant that it was doubtful whether the majority on the Commerce committee would be inclined to favor such a probe of the broadcast media. Should the Rules committee consider the 1951 Gathings resolution it would have to sound out the Commerce group.

Rep. Gathings has told BROADCASTING • TELECASTING that he wanted a probe "for years."

PORTLAND LICENSE SUIT

Stations Protest City Code

SEVERAL Portland, Ore., radio stations and individuals have filed a suit in circuit court contesting part of the constitutionality of the Portland license and business code. The contested section requires a $250 annual license fee for radio stations and $15 annual fees for radio advertising solicitors, plus a $1.40 levy on each $1,000 gross receipts by such businesses.

The stations, KGW KEX KOIN KPOJ KPAM KWJJ KXL KBKO, maintain the city is violating the U.S. Constitution in taxing the stations, which the plaintiffs claim are engaged exclusively in interstate commerce. New Mexico's tax on revenue from national advertising was upheld last year as constitutional by the Supreme Court, which held that an advertising contract between parties in different states is not interstate commerce.

XUM

MERCHANDISING

Results Count, Say Experts

MERCHANDISING as a vital step in the selling cycle, profitable to both station and sponsor, was urged upon broadcasters by four experts in the field during a special session at the NARTB Convention in Chicago last week.

"Every radio station which does a good merchandising job is a profitable station—profitable to the owners—and used with profit by the advertiser," G. Richard Shafto of WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C., told the group.

Speakers in addition to Mr. Shafto, who presided, were Lester W. Lindow, WFDF Flint, Mich.; F. C. Sowell, WLAC Nashville; and Jack Zinselmeier, WLW and WLWT (TV) Cincinnati. Robert K. Richards, director of NARTB's public affairs department, presented Mr. Shafto.

"This is the era of selective network buying—selective spot buying—selective station profits, and selective station bankruptcy," Mr. Shafto asserted. "Your local advertiser and your regional advertiser want results—and they are going to evaluate your good station on what advertising results you produce, not on what advertising offers you make.

"The trend of station income is non-network. To bolster this income you should consider doing for local and regional advertisers the same merchandising practices that have made radio economical and profitable in the sale of soap, soup, and Wheaties."

'Must Stretch Efforts'

Asserting that "the product hasn't been sold until the consumer walks out of the store with it," he told the broadcasters that radio "must stretch its efforts farther to bridge the gap between the advertiser and the consumer—and in doing so, radio will profit more."

Mr. Lindow said WFDF regards merchandising, advertising and promotion as a necessary extension of sales activity.

He displayed examples of the station's work in this field, noting that they encompass direct mail, regular bulletins to the drug and grocery trades, window displays, display advertisements in trade and general papers, bus and car cards, courtesy announcements, surveys and market studies, and the checking of product sales and distribution for the advertiser.

Most of these, he noted, "cost very little in dollars."

He advised station men to acquaint themselves especially with the product categories which supply the majority of their revenues; to develop market data, and to make sure that their customers are aware of radio's values and know how to use it to the best advantage.

Mr. Sowell held that "it is the obligation of the medium which accepts [a sponsor's] advertising appropriation to do everything within reason to fulfill his expectation" that the advertising will produce sales. WLAC, he said, spends approximately 3% (not counting manpower) of the billings figure in merchandising and promoting the advertiser's products.

WLAC concentrates its promotion work primarily on (1) direct mail, mostly open-faced cards, with one or more mailings to 450 druggists and 650 grocers each week, and (2) use of radio itself, with plugs calling attention to specific programs, and on-the-scene broadcasts when clients open new stores, etc.

Keep Advertisers Informed

"It occurs to us," he observed, "that any event that will attract great crowds of people to a given location may rightly be considered of general public interest."

Mr. Sowell stressed the importance of keeping advertisers acquainted with merchandising and promotion activities in their behalf: "There's no profit in hiding your light under a bushel."

"The secret," he declared, "lies not in how *many* listen, but how well you sell those who *are* listening."

Cites WLW, WLWT (TV)

Mr. Zinselmeier reviewed the merchandising and promotion activities of WLW and WLWT, which have a staff of 26 assigned to this work.

"The management of the Crosley Broadcasting Corp. believes that radio and television should offer to a client, in addition to the best in facilities and talent, assistance in bringing the consumer and product together at the point of sale," he said.

WLW - WLWT merchandising field work, he explained, is handled by "trained personnel [who] make regular calls on the retail grocery, retail drug, wholesale grocer, wholesale drug, drug chains, and grocery chains in the major marketing centers in the four-state area covered by WLW [and] WLW-Television. These field men build displays in retail stores, counter, floor, shelf and window displays, featuring the products of the month as featured by the merchandising department of WLW and WLW-Television."

Other services among the 25 evolved in the 12 years since WLW's merchandising operations were started, he said, include:

Checks on in-stock position of products as found at the time of field representatives' calls; surveys of dealers with respect to their attitudes toward the products involved; mailings announcing special offers, promotions, or media tieins; publication of two merchandising newspapers a month (one to the drug trade, one to grocers); preparation of display material used by some 2,500 grocery and 1,000 drug stores each month; special promotions, as in "WLW Advertised Brands Week" (which brought a 26.5% gain in sales of the products involved); trade and general newspaper advertising; window displays; cab covers and car cards, and maintenance of a complete research department. Additionally, clients and their agencies are given detailed reports on each merchandising or promotional project in their behalf.

'Radio . . . More Secure'

In opening the panel discussion, Mr. Shafto reported that the subject originally had been "Rates—Is There a Formula?", an apparent reference to NBC's attempt to adjust the rates of its radio affiliates according to formula. But, he added:

"The leading advocate of applying the slide rule to radio rates declined to participate and excused himself by stating that discussion on rate formulas would only open up old wounds.

"Thereby died the last embers of that conflagration. Radio's house is much more secure. . . ."

HIX GREEN (seated l) of Hix Green Buick Co., Atlanta, signs year's contract for weekly sports show, *Bobby Dodd Reports*, on WGST Atlanta. Onlookers are Bobby Dodd (seated), Georgia Tech's head coach; John Fulton (standing l), station manager, and Don Vance, sales manager of Hix Green Buick.

NBC POSTS

McFadden Is Successor To James McConnell

APPOINTMENT of Thomas McFadden, general manager of NBC's KNBH (TV) Hollywood, to succeed James V. McConnell as director of NBC National Spot Sales was announced last Wednesday by James M. Gaines, vice president in charge of owned and operated stations.

Donald A. Norman, commercial manager of KNBH, is slated to succeed Mr. McFadden as general manager, it was understood.

Mr. McFadden

At the same time, NBC named James Cornell, formerly manager of research and sales promotion of CBS Radio Network Sales in Chicago, as manager of NBC radio network research. He succeeds Howard Gardner, transferred to NBC radio network sales as assistant manager of sales planning.

Carl Nielsen, West Coast radio-TV representative, NBC National Spot Sales, was named TV representative, and Heber Smith of the sales staff of KNBC San Francisco, was appointed to handle radio spot sales in that area.

Maurice E. McMurray, CBS-TV network salesman, and Thomas A. Wright Jr., vice president and radio-TV director of Dundes & Frank Inc., New York, join NBC-TV as salesmen.

Mr. McFadden, with NBC since 1934 when he joined the guide staff in New York, has been general manager of KNBH since April 1950. Before that time he was successively assistant manager and manager of WNBC and WNBT (TV) New York.

His first service with the network after leaving the guide staff was as a writer in the news room. By 1938 Mr. McFadden had become a newscaster. He joined the Navy on Pearl Harbor Day, 1941, as an ensign in military intelligence, resigned upon completion of his assignment and then enlisted in the Army as a private, taking pilot training.

Released in 1945 with rank of captain after flight service in the African and CBI theatres, Mr. McFadden returned to the NBC news staff. In April 1946 he was named director of news and special events for WNBC.

His appointment as National Spot Sales director is effective immediately.

Mr. McConnell, identified with NBC spot sales activities for approximately 20 years, resigned two weeks ago to accept a vice presidency with John Blair & Co., station representation firm, effective May 1 [B•T, March 31, 24].

Mr. McFadden's new role was announced in Chicago, where he, Mr. Gaines and other NBC executives were attending the NARTB convention.

Mr. Cornell, before joining CBS, served four years as manager of radio and TV research for Foote, Cone & Belding, Chicago, and a total of 11 years with WGN and WBBM in that city.

KXOB PURCHASED

By Randau and Corwin

SALE of KXOB Stockton, Calif., by Lincoln Dellar to a group headed by Clem J. Randau, New York, and Sherrill C. Corwin, Los Angeles, was consummated last week subject to FCC approval. Price, including net quick assets, will approximate $250,000.

Mr. Dellar, president of Valley Broadcasting Co., said Mr. Randau will be controlling owner and plans to return to California to reside in Stockton. He will take over operation of the station personally. Mr. Dellar also owns KXOA Sacramento, KXOC Chico and KDB Santa Barbara.

Mr. Randau is a former vice president of United Press, former business manager of the *Chicago Sun*, which included operations of the Marshall Field radio stations in Chicago, Cincinnati, Portland and Seattle. He is a minority stockholder in WNEW New York and, for the past year, has served as assistant administrator of the Federal Civil Defense Administration, headquartering in Washington.

Mr. Corwin is operator of motion picture theatres throughout California and is president of Corwin Theatre Corp., a vice president of Screen Assoc., producer of television films. He also is former vice president of the Theatre Owners of America and presently is a member of the group's executive committee.

KXOB, a Don Lee-Mutual outlet, was established in 1947 and operates on 1280 kc with 1 kw. Transaction was handled through Albert Zugsmith & Assoc., Culver City, Calif.

ARF SUBSCRIPTIONS

Total Now Reaches 123

SUBSCRIPTIONS from 18 more organizations to Advertising Research Foundation since the beginning of the year bring total participants to 123, B. B. Geyer, board chairman, announced last week.

New members — nine advertising agencies, five media concerns and four advertisers—include Barlow Adv., G. M. Basford Co., Biow Co., Harold Cabot & Co., Fuller & Smith & Ross, H. B. Humphrey-Alley & Richards, C. J. LaRoche & Co., Needham & Groham and O. S. Tyson & Co., all agencies. Also *Fortune*, *Life*, *National Geographic*, *Time* and *Today's Woman* signed. Advertiser-subscribers are John H. Breck Inc., Continental Oil Co., Pharmaco Inc. and U. S. Steel Corp.

Circus Promotion

RINGLING Bros., Barnum & Bailey circus on March 31 launched its annual saturation radio spot announcement campaign to lure one and all to the circus which started April 4 at Madison Square Garden in New York and runs through May 11. The circus named Blaine-Thompson, New York, to handle its advertising this year. Agency placed spots on the following New York radio stations: WNBC WCBS WJZ WOR WMGM WMCA WOV.

1877 Wallace H. White Jr. 1952

FORMER Sen. Wallace H. White Jr., 74, whose stamp on communications history is the FCC and the Communications Act under which it operates, died in his sleep last Monday at his home in Auburn, Me.

Sen. White, who had been seriously ill with a heart ailment for about a year, was co-author of the Radio Act of 1927 and a prominent figure in communications throughout his 32 year tenure in the House and Senate. A Maine Republican, he retired from the Senate four years ago.

Words of tribute were sounded in both the Senate where he had been majority leader and in the House where he had been an active member before being elected to the upper chamber.

Many Senators, recalling their association with Sen. White, included reference in their speeches to his ability in the radio legislative field.

President Truman said he was "saddened" by the death of Sen. White, describing him as "my old friend . . . with whom I served in the Senate for 10 years. He was a gentleman, a fine American citizen and a good public servant who made a great contribution to our country."

Senate Resolution

The Senate unanimously adopted a resolution expressing "profound sorrow and deep regret" for the death. Vice President Alben Barkley and Sen. Margaret Chase Smith (R-Me.), joined in the tribute on the floor of the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), now chairman of the communications subcommittee of the Senate Interstate & Foreign Commerce Committee, noted:

. . . he was an expert on the subject of communications. He co-authored with me legislation which provided for the merger of the domestic communication companies. It was a pleasure to work with Wallace White. His advice and counsel were always valuable.

Sen. Owen Brewster (R-Me.) said:

The amazing development of radio in the last quarter of a century in America is due in no small measure to the wise provisions of legislation formulated and sponsored by Senator White.

His pre-eminence in both these fields was universally and uniquely recognized by his selection to head American delegations at international conferences even when he was in the minority—an almost unprecedented tribute not only to his knowledge, but also to his utter objectivity where the interests of his country were concerned.

Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) pointed to "the splendid qualities he possessed." His influence on the members of the Senate Commerce Committee, when he was chairman, Sen. Johnson continued, "cannot be adequately described. He ruled with a gentle hand, and yet he ruled well."

Sen. Henry Cabot Lodge Jr. (R-Mass.) joined with: "The work he did in the field of communications will stand throughout history as a very fine monument to his intellectual powers and to his sense of dedication to public duty."

Announcement of his death was given the Senate by his successor from Maine, Sen. Smith, who said he "could truly be characterized by service, training, and background as Mr. Senate."

Sen. White was graduated from Bowdoin College in 1899. He went to Washington to study law and financed his way through law school, working as assistant clerk to the Senate Commerce Committee which he was to head years later as chairman.

Radio Commission Establishment

It was with this committee as staff member in 1899 that Sen. White amassed the information and received his interest in the communications field. While a House member, Sen. White was primarily responsible for the drafting of the 1927 act which set up the old Federal Radio Commission to bring order out of chaos that had demoralized the broadcast industry when the control was invested in the Dept. of Commerce.

This radio law, which was co-authored by former Sen. Clarence Dill of the state of Washington, was basis of the Communications Act of 1934. Repeatedly, as a key member of the Senate Commerce Committee and later as its chairman, Sen. White urged revision of the act to keep pace with the progress and modernization of the broadcast arts.

Sen. White, who first entered Congress as a member of the House in 1917 and subsequently entered the Senate in 1931, sponsored the White-Wolverton bill in 1947 and its predecessor, the White-Wheeler bill of 1943. Both bills would have brought FCC functions up to date (some of these, as in the division of operations, are now in effect).

Essentially, the McFarland bill (S 658) of 1952 is a successor to the earlier White bills. Sen. McFarland, then third ranking minority member of the Senate Commerce Committee, said at the time of Sen. White's announced retirement in 1948, the following:

When communications matters are considered in succeeding Congresses, whether Republicans or Democrats are in control, the views and opinions of the Senator from Maine, as expressed in the bill authored and reported by him in this Congress, will be reflected in whatever legislation is finally enacted.

Sen. McFarland called his Maine colleague "the father of major communications legislative policy."

In the House Monday, Rep. Robert Hale (R-Me.) said: "Sen. White was . . . a great authority on patent law and radio communications. He served as a delegate to various international [communications] conferences, at Mexico City in 1924, at Paris in 1925, at Geneva in 1927, at Washington in the same year, at London in 1929, at Copenhagen in 1931, at Cairo in 1938." In the latter International Convention of Telecommunications at Cairo, he was chairman of the American delegation. At Copenhagen, he was chairman of the U. S. delegation to the International Technical Consulting Committee on Radio Communications.

Although the Senator also was an expert on shipping legislation, he was noted in the broadcast industry as the man on Capitol Hill who helped set up the principle of private operation of broadcasting facilities under federal regulation.

He was a grandson of Sen. William P. Frye of Maine, whose lengthy service in the upper chamber was legendary. He was born in Lewiston, Me., Aug. 6, 1877.

Sen. White is survived by his wife, Mrs. Nina Lumbard Lunn White; a son, Herbert; a sister, Mrs. Horace Stevens; five brothers, Harold, Thomas, Donald, John and William, and a stepson, Richard D. Lunn.

PECK TO WISN

Named Station Manager

APPOINTMENT of Harry D. Peck to the newly created post of station manager of WISN Milwaukee was announced Thursday by Gaston Grignon, vice president and general manager of the Hearst-owned CBS affiliate. The appointment is effective May 1.

Mr. Peck

Mr. Peck was vice president and manager of WDGY Minneapolis until his recent resignation. He is a 20-year veteran in radio, having come up through announcing, programming and sales ranks. A native of Kansas, he attended Kansas State and started in radio in 1932 in his home town, Abilene.

For the past 11 years, Mr. Peck has been identified with stations in Nebraska and, more recently, in Minneapolis. He is a former president of the Nebraska Broadcasters Assn. and was on the board of the Minnesota Broadcasters Assn.

XUM

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION IN 1951!

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS MAKE AWARD AT ANNUAL CONVENTION IN CHICAGO

Shelley and Veteran Staff Praised

Des Moines, Iowa (Nov. 18)—This city's famous 50,000-watt Station WHO, has been awarded one of the broadcasting industry's most coveted prizes — the 1951 Distinguished Achievement Award for Radio News, sponsored by the National Association of Radio News Directors. The presentation was made on November 17 at the NARND's Annual Convention in Chicago.

In making the award, Baskett Mosse, chairman of the judges' committee, said **"...we are happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1951. . . . The committee felt that special recognition should be given to News Director Jack Shelley and his very fine and veteran news staff".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: seven leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedia.

The seven leased-wire machines include two Associated Press, two United Press and three International News Service machines. **This is by far the greatest number of leased-wire machines servicing any radio station in this section of the country, and exceeds the leased-wire service available to many of the country's leading daily newspapers.** Only two of the seven machines are "radio" wires — the other five bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 85 years' experience with WHO. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 75 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS—BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising value.* The 1951 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +

DES MOINES . . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

NPA ADVICE

Proper Scheduling Urged In Station Building

THOUGH National Production Authority rules now permit broadcasters to "self-rate" purchase orders for construction materials up to certain amounts without NPA permission, materials available through self-authorization probably will not, in many cases, be sufficient for construction of new TV stations.

This was the prospect held out to a record-size group of engineers attending the sixth annual NARTB Broadcast Engineering Conference in Chicago last week by J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronic Division, of the NPA.

Self-authorization limits, Mr. Joseph noted, are 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum per calendar quarter. While these are enough for most alteration or small construction jobs, he noted, the average TV tower requires 100 or more tons of steel.

He pointed out that normally construction takes from nine months to a year, and that if building a station can be scheduled so that steel usage will not exceed 25 tons per quarter, then it will not be necessary to go to NPA for permission to start the job.

Overall, he felt that many TV and radio construction jobs might, if properly scheduled, be completed without needing specific NPA authority.

Peak Attendance

Mr. Joseph spoke Monday on the opening day of a three-day series of technical sessions, held in conjunction with the NARTB Convention. Engineers' registration and attendance at the meetings was record-setting, with peak attendance estimated at 500.

The Monday sessions heard, in addition to Mr. Joseph, nine outstanding TV engineers present technical papers on TV studios, transmitters, antennas, cameras and projectors, while Tuesday morning meetings were concerned with AM, FM and audio—the only non-television sessions of the conference—and Tuesday afternoon was devoted to studies of TV lighting, broad-band transmission research, TV construction and operational economics, a 35 kw TV amplifier, and planning and installation of Argentina as first TV station.

The Wednesday conference featured additional technical papers on TV and symposia on UHF television and small TV operations. (For summaries of technical papers, see B•T, March 31.)

In a Tuesday speech, Robin Compton, associate of the George C. Davis firm of consulting radio-TV engineers, emphasized the "very large" technical costs of TV. Asserting that operating costs may be "fairly well defined" in relation to initial costs, he estimated that a $300,000 physical plant might expect operating costs between $200,000 and $240,000 the first year.

Rural or isolated operations (with at least one network feed) can expect the investment-to-operating cost relationship to approximate 2 or 2.5 to 1, he said, while metropolitan stations may anticipate a ratio of about 5 to 4.

Mr. Compton advised TV station planners to arrive at full understanding between engineering, management and programming personnel, recommended that adequate space be provided, and suggested that remodeling needs will probably arise after a station's first 90 to 120 days of operation.

TECHNICAL problems had their more pleasant side at NARTB engineering conference in Chicago. Caught between reading of technical papers were (l to r) Neal McNaughten, NARTB engineering director; Virginia R. Erwin; Harold E. Fellows, NARTB president; E. C. Page, consultant.

* * *

NARTB FLEA CIRCUS

Fourth Annual Scratch Held

FOURTH annual scratch of the NARTB Flea Circus, comprising those who have made district meeting tours, was held Tuesday during the NARTB Chicago convention. Neville Miller, Washington radio attorney, presided.

A feature of the scratch was unveiling of a flexibly-metered poem by Sydney M. Kaye, BMI. During the business session Robert J. Keller was named to study a proposed "flea classification" program. Dorothy Lewis, of United Nations Radio, was appointed chairman of the women's division in a move to strengthen that branch of the organization.

MATERIALS

Optimists Are Cautioned

EXPRESSIONS of caution designed to dilute the heady air of optimism over eased materials restrictions characterized the views of top government allocations officials last week.

These views were expounded by three key authorities as manufacturers continued a round of meetings with the National Production Authority. Within the past fortnight, discussions were held touching intimately on the welfare of AM-FM-TV receiver output, flow of component parts, future of colorcasting equipment and the technical manpower shortage.

Warning Sounded

Notes of caution were sounded by Defense Production Administrator Manly Fleischmann, National Production Authority Administrator Henry Fowler and Charles E. Wilson, who resigned as defense mobilizer last Monday (see story page 72).

The consensus might best be summed up this way: the controlled materials plan is "over the hump" but "must travel a long road" before vital materials are decontrolled.

Radio-TV set manufacturers face no critical cutbacks and should be able to supply receiver demand and reach the industry's collective goal for 1952. The radio-TV station construction ban is "reasonably unfrozen," with prospect for approval of most applications "on a fairly regular scale," according to Mr. Fowler, who addressed the NARTB Convention in Chicago last week (see separate TV story).

Manufacturers have apprised NPA of the small receiving tube picture, the progress of a salvage drive for materials used in radio-TV loudspeaker magnets and the shortage of highly-skilled technical personnel. Still another field—transmitting and cathode ray tubes—will be explored in a session tomorrow (Tuesday).

With respect to the views of top officials:

Mr. Fleischmann told the American Management Assn. National Packing Exposition and Conference that a sudden deluge of materials "is not in the cards," and that expanding output will be offset by expanding military needs in the months ahead.

Mr. Fowler said there won't be any real improvement until the end of 1953 and noted a strike—such as threatened in the steel industry (April 9) "could plunge us into a period of scarcity worse than any we have known to date." Copper and nickel will remain scarce and under controls, he said. The outlook is "undeniably brighter than it was just a few short months ago," however, Mr. Fowler added.

Mr. Wilson, in his fifth and final report on mobilization, said that "in no case has the lack of materials . . . held up any military items"; military production is "beginning to roll"; the U. S. is two-thirds of the way toward peak production; all manpower requirements for the military and defense industry have been met.

Meeting Small Tube Demand

Small tube manufacturers told NPA authorities last Thursday that they are meeting all military and civilian demands. They estimated 1952 output at 310 million for small receiving tubes (video, amplifier systems, etc.) and 5.5 million for TV picture tubes. A trend toward electrostatic type-tubes also was reported.

Conference with set producers was called by NPA March 27 for the purpose of appraising the engineer scarcity problem in relation to the government's color TV manufacturing ban [B•T, March 31], and discussing materials outlook for monochrome sets during the last half of 1952.

Set-makers were advised of the quotas of steel, copper and alumi-

(Continued on page 85)

WPTR NEWSMAN

Elected to Congress

LEO W. O'BRIEN, news commentator at WPTR Albany, N. Y., has been elected to Congress from the 32d Congressional District to fill a vacancy caused by the death of Rep. William T. Byrne (D-N.Y.). He will continue his newscasts on WPTR from Washington, reporting by direct line.

Mr. O'Brien

Mr. O'Brien, winner of three national radio news commentary awards, has been heard on a nightly news program on the Albany station for two years. During this period, he and the station's news director, Howard W. Maschmeier, have captured a first place Sigma Delta Chi national news commentary award and two Ohio State first place awards for their radio reporting.

The new congressman has been bureau chief for INS in Albany and is a featured columnist for the *Albany Times Union, Syracuse Herald American* and other New York state newspapers.

XUM

WPJB

PROVIDENCE

The Providence Journal-Bulletin Station

in the Nation's 19th Market

announces the appointment

of

O. L. TAYLOR COMPANY

as exclusive national representatives

effective immediately

WPJB 5000 W · ABC AM & FM

KMOX audience larger than two stations in St

...in metropolitan

daytime
ces are

those of the next
Louis COMBINED
St. Louis alone.*

Projected to BMB (50% to 100%) listening areas, KMOX daytime audiences are bigger than those of the next 3 stations combined.

** The Pulse of St. Louis, Jan.-Feb. 1952—6:00 a.m. to 6:00 p.m., Monday through Friday*

★ CBS Owned · Represented by CBS Radio Spot Sales

SDX AWARDS

Monroe, Griffith, WMAQ Among Winners

SIGMA DELTA CHI, professional journalist fraternity, last week announced 1952 winners of its Distinguished Service Awards in American Journalism.

Awards were announced in 12 categories, among them radio reporting, radio news writing and public service in radio journalism. Winners were:

Jim Monroe, news director, KCMO Kansas City, Mo., radio reporting.

William E. Griffith Jr., KMBC Kansas City, Mo., radio news writing.

WMAQ-AM-FM Chicago, public service in radio journalism.

Mr. Monroe's "unusually speedy and comprehensive coverage last year of the worst flood in Kansas City's history was selected for the radio-television award," his citation reads. A graduate of Central College in Fayette, Mo., and holder of a master's degree from Northwestern U., Mr. Monroe joined KCMO in 1940.

The Kansas City flood also figured in the award to Mr. Griffith. "In his coverage of one of the great stories of 1951, . . . Mr. Griffith not only captured the dramatics of his story but also provided essential public information in time of emergency," according to his citation. Judges said his work "established new standards of excellence and maturity in the field of radio newswriting."

Born and schooled in Kansas City, Kan., Mr. Griffith holds a degree in journalism from the U. of Kansas. For 16 years he served successively as reporter and acting

Mr. Griffith

Mr. Monroe

city editor of the Kansas City *Kansan*. He began radio writing in 1935 at KCKN Kansas City, Kan., on a parttime basis. In 1944, he left the newspaper to be full-time KCKN news editor. He joined KCMO in 1945.

WMAQ was honored for the news broadcasts on "narcotics in Chicago" and particularly for the program, *The Black Mark*, and other tape-recorded presentations by Len O'Connor.

Citation for this award reads, in part:

"Universal interest, timeliness, and effective dramatization of this program not only held the listener, but also imbued him with a strong desire to counter the problem by firm civic action.

"The stating of the case against narcotics, the manner of direct interview of witnesses and experts, and the offering of answers to the difficulty, were carefully handled and appropriately emphasized. The technical qualities of the program were excellent."

POLITICAL SHOWS

NBC Set May 1; CBS-TV Scoop

SPECIAL network program is scheduled by NBC when Presidential candidates Estes Kefauver, Robert Kerr, Harold Stassen and Earl Warren, with Paul Hoffman representing Gen. Dwight D. Eisenhower, jointly face the national convention of the League of Women Voters in Cincinnati May 1 at what may prove one of the most significant political meetings to be held before national party conventions this summer.

Another major event of the political year was delivered into American homes by CBS-TV exclusively Saturday, March 29, when President Truman issued his surprise withdrawal from candidacy during his address at the Jefferson-Jackson Day Dinner in Washington. Sunday papers, going to press with a previously released but incomplete copy of the speech, missed the news in early editions and were forced to bow to reporting by broadcast media.

Telenews Productions, New York film news service, shared in the scoop when it opened offices for work Sunday and, with special couriers, delivered coverage of the Truman statement for telecasts on local outlets Sunday evening and Monday morning.

POLITICAL LIBEL

Maryland Bill Is Signed

BILL safeguarding broadcasters and telecasters to some extent from suit as a result of remarks by political candidates was signed Tuesday by Gov. Theodore McKeldin of Maryland.

As finally enacted, the law provides about 80% of the protection asked by the Maryland-District of Columbia Broadcasters Assn., which sponsored the original bill. The proposed measure had passed both House and Senate and was on the governor's desk for signature just before the end of the legislative session when it was recalled by Sen. John Turnbull, Baltimore County. An amendment was inserted which drew protest from the broadcast association but since only a few hours were left in the session it was impossible to prevent a change.

Final version protects broadcasters against libel when a candidate libels his opponent. If the candidate libels others, the station can be held liable for compensatory but not punitive damages.

John E. Surrick, WFBR Baltimore, sponsored the original bill.

upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Ohio Assn. of Radio News Editors, annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Catholic Broadcasters Assn. midwestern regional meeting, Chicago.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

'CHARTER SPONSOR' CLUB

Is Promotion for KBIG

INAUGURATION of a unique "charter sponsor" plan for advertisers, along lines of special charter memberships in founding of clubs, has been announced by John H. Poole, owner-manager of KBIG Avalon, Calif., new 5 kw station on 740 kc scheduled to start operating in early May.

Advertisers signing contracts in advance of May opening will buy on a special charter rate of approximately 15% below regular card rate which takes effect when station starts operating. Charter rates to be effective for the contract lifetime, up to a maximum of one year.

FCC TRIBUTE

Sen. White Memory Honored

FOLLOWING resolution on the death of former Senator Wallace H. White Jr. March 31 (see obituary on page 30) was adopted by the FCC April 3:

The Commission notes with deep regret the death on March 31, 1952 of former United States Senator Wallace H. White Jr. at his home in Auburn, Me.

As co-author of the Radio Act of 1927, Senator White exercised a profound influence on the legislative foundation of the American system of broadcasting.

At the time this act was being considered, chaos reigned on the airwaves. The utility of this great instrument of mass communications was being effectively frustrated.

Senator White on the basis of searching sympathetic study, played a leading role in determining the broad basis for the regulation of broadcasting in the public interest. He planned and fought for the maximum freedom of the broadcaster consistent with the technical requirements of orderly radio transmission.

Although technological improvements have been made since 1927, his basic premise that broadcasting must operate in the public interest endures as a sound and final principle. It has met the test of the years and has not been found wanting.

The nation's far-flung flourishing system of broadcasting encompassing 3,000 aural stations is a living tribute to the foresight of the distinguished legislator.

Senator White also performed outstanding services to his nation as her representative at important international conferences on radio.

Be it resolved: That a copy of this expression of the Commission's sorrow on the death of Senator White be entered in the permanent minutes of the Commission, and that a copy be sent to his family.

Joins Shulton Inc.

MAXINE ROWLAND, head of copy department of Abbott Kimball Co., New York, to Shulton Inc. same city (Old Spice, Friendship Garden and Desert Flower toiletries), as advertising manager. Miss Rowland succeeds Elizabeth Shoemaker Shenkin, who has resigned to do freelance writing.

NETWORK GROSS

Levelling of Sales Dip Seen—PIB

NETWORK RADIO business seems to be levelling off after a consistent decline during the past year and more, according to February figures released last week by Publishers Information Bureau. Combined gross time sales of ABC, CBS, MBS and NBC radio networks for February, PIB reports, totaled $13,560,948, a decrease of only 9.3% from the $14,958,789 gross for the same month of 1951, compared with a drop of 11.3% for the combined network billings during the first two months of 1952 from the combined gross for that period of 1951. January-February 1952 total was $28,062,498; January-February 1951 total, $31,650,667.

Correcting its January totals [B•T, March 17], PIB reported that in the opening month of 1952 ABC had gross time sales of $3,301,479, CBS of $5,164,309, MBS of $1,678,409 and NBC of $4,357,353, with a combined gross for the four radio networks of $14,501,550.

Network-by-network breakdown for February and January-February, this year compared with last, shows:

	Feb. 1952	Feb. 1951	Jan.-Feb. 1952	Jan.-Feb. 1951
ABC	$ 3,177,970	$ 2,702,721	$ 6,479,449	$ 5,802,139
CBS	4,788,561	6,097,737	9,952,870	12,931,363
MBS	1,600,399	1,426,705	3,278,808	2,969,592
NBC	3,994,018	4,731,626	8,351,371	9,947,573
Total	$13,560,948	$14,958,789	$28,062,498	$31,650,667

We nominate for

THE ORDER of the BIG HEART

Jimmy Delmont of **WTCN**

The Case History:

This is the case history of Jimmy (5x5) Delmont of WTCN-Radio in the Minneapolis-St. Paul Market.

He belongs to that rare breed of men able . . . through a big heart . . . to submerge their own troubles and help others with theirs. The tools of his trade are: a telephone, a husky voice, a turntable, sympathy, and a sure touch in using it.

His mail . . . hundreds of letters and phone calls each week . . . comes from couples on the marital rocks, from working men and women who listen as they drive to and from work. He has proof of over 30 couples happily re-united through his off-the-air help.

How he does these things is Jimmy Delmont's secret. He doesn't moralize, and doesn't hang folks' troubles on a radio laundry line.

6000 members of his 5 o'clock Club tune him in on their car radios and drive home carefully because Jimmy Delmont asked them to.

One more example of radio personalities at WTCN who become part of the lives and loyalties of the folks who live here and who can sell your products to people who believe in them. In the case of Jimmy Delmont you don't sponsor *him*. *HE* sponsors *YOU!*

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

and WTCN-TV MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest

National Representatives
FREE AND PETERS

RADIO, TV—

PEOPLE'S OR BROADCASTER'S PROBLEM

Broadcasters have problems today which are an outgrowth of our rapidly growing technological advancements in the art of mass communication. Whether it was proper for the networks to alter their time charges on a nation-wide basis when the new art of television was available in only a relatively small area of the country is beside the point. The fact remains that the alteration of time charges by the networks has changed the value of all broadcasting, in the minds of advertisers and agencies, on a station by station and market by market basis across the whole country. In some cases this change has given the network, as the seller of station time, a decided advantage. All of the changes that will be made in broadcast rates have of course not been made as of this writing. The addition of more television transmitters, new techniques in the use of both TV and Radio, changes in coverage, changes in the size and prosperity of markets and of course, the "inventors mind," will ever be a challenge to any competitive system to alter rates in its efforts to give an advertiser "his money's worth."

The immediate problem is a need for some sort of balance between what a network charges for a broadcaster's time and what the broadcaster charges for that time. This would seem an easy problem from the great amount of analytical data broadcasters have used to sell their wares but the actual solution thus far reached has, for the moment, pleased no one. Controversy has arisen from the advertiser and agency pertaining to "listenership" figures. These figures, outgrowth of acceptability because of use by broadcasters for years, are, on the other hand, contested by some broadcasters because of newer figures now available on "store traffic" created by advertising. These new advertising-created "store traffic" figures have been most complimentary to radio in its comparison with the printed word or with TV.

All of the above is purely the business side of broadcasting.

From the people's point of view, what comes out of their loudspeakers is the determining factor.

In Radio broadcasting the networks have been the primary source of fine programs. It has been the network programs, in the main, which induced people to buy radios. True, the local stations gave many local services of news, weather, civic activities, etc., but it has been the great events of the world plus the top entertainment made available by network radio, which put radios in homes and made those radios be used hour after hour. In effect, it was the QUALITY of the service which made American Radio different from all other.

At the close of major hostilities in 1945 the American Radio picture got its first change by a great influx of new Radio transmitters. Then came Television. The added competition of more than double the "time on the air" of radio programs plus "time on the air" of television programs has "watered" the radio "listening" market. The sparkle and ring of quality shows has been diluted by the great quantity of lesser shows on the air waves. Lower charges for time and announcements with constantly rising operational costs have made for a quantity instead of a quality handling of the commercial advertising messages. All this has taken place at the local and at the national level over the whole country. Local broadcasters have coped with it on a market by market basis. In growing markets prices have been raised and in some diminishing markets prices for time have been lowered. In too many markets the station has simply put into its schedule more and more commercial copy, the effect of which is merely a lowering of rates and from the listener view, a substitution of quantity for quality.

Over the quarter century of network broadcasting, stations have been affiliated with the networks in order to have available quality programs. This fine program service has been worth money to the stations affiliated with the network and they have in most cases given "free hours" to the networks for this service. Beyond the "free hours" the stations have allowed the networks to sell their time and have been compensated at a low rate for this time sold because it cost them less to operate during such network hours. Now, with greater radio competition, plus the tremendous impact of TV in areas where TV is available, we find the networks trying to find some way by which they can painlessly substitute a certain amount of "quantity" for "quality," just as most stations have already done.

This network "quantity" substitution has been and is being done in several ways. The quarter hour and three-quarter hour station break was taken from the station and became the property of the network advertiser who carried two separate programs from the hour to the half hour period or from the half hour to the hour period. Additional secondary products were run into an advertiser's program. Contiguous time was not necessary to be purchased to get a "rate." More and more short periods of 5 minutes duration are to be found in the broadcast schedule. Talent charges were sliced and even a form of participating show has been worked out where several advertisers with different products share program and talent costs. "Premium stations" are being added on a no charge basis. "Below the belt" products, previously shunned, are now heard as regular network sponsors. The low cost detective mystery and even the disc jockey is now common via network radio. On top of this, networks cut the rates of affiliated stations whether there was TV in their markets or not. The result has been less income for the stations to say nothing of less income to the networks and more and more advertising with less and less attractive programs for the listeners and the end is not in sight.

Over the years there has been talk of limitation of the amount of commercial copy in relation to the amount of time purchased by an advertiser. In fact, in our Nation's Capitol the politician has even talked about limitation of the amount of time devoted to commercial sale. Our American free enterprise system of radio can little afford political supervision of program content of each individual program and the radio people from their own selfish point of view should soon find an answer before the representatives of the people come knocking at their door.

The people's response to a program, an announcement or the printed word, whether it be on radio or in the press or on TV should be heeded in coming to a decision concerning the value of any advertising.

Ed Craney

CERTIFIED SELLING POWER!

ARBIndex

ARBIndex is the ratio of performance at the point of sale of a radio station and a newspaper. The ratio is based upon Certified ARBI surveys in which an equal expenditure is made in both media for identical merchandise and advertised simultaneously.

ARBIndex is the ratio of the radio station to the newspaper on the basis of traffic developed by each medium. The newspaper is the constant with a factor of 1. The radio station, based upon the relative performance of the two media, is in ratio to this constant. Thus, if an equal number of people respond to the advertising at the point of sale, the ratio of the radio station to the newspaper would be 1 to 1.

ARBIndex is NOT a rating of a station's popularity—it is a RATIO OF PERFORMANCE at the point of sale. ARBIndex is a MEASUREMENT OF RESULTS.

ADVERTISING RESEARCH BUREAU, INC.
Central Building
Seattle 4, Washington

KXL

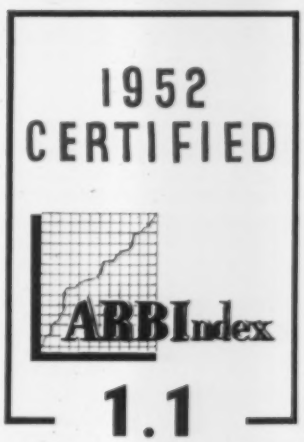
KXLY

KXLF

KXLL

KXLJ

KXLK



KXLQ

The XL *Stations*

KXL PORTLAND • **KXLY** SPOKANE • **KXLF** BUTTE • **KXLL** MISSOULA • **KXLJ** HELENA • **KXLK** GREAT FALLS • **KXLQ** BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

STATE broadcast association chairmen were guests of BMI and NARTB at Monday luncheon in Chicago. At table with Carl Haverlin, BMI president, and Harold E. Fellows, NARTB president, were (l to r): Sydney M. Kaye, BMI vice president-general counsel; Calvin J. Smith, KFAC Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Mr. Haverlin; FCC Chairman Paul A. Walker; Mr. Fellows; Emmett Brooks, WEBJ Brewton, Ala., chairman of state presidents; D. Malcolm Neill, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

FM OPERATORS

Clarify Rights, FCC Is Asked

FM STATION operators looked their financial figures in the face, appraised results of three cooperative promotion campaigns and wound up a half-day meeting at the NARTB Chicago convention by calling on FCC to clear up the rights of such supplementary services as transit and storecasting.

Contrary to custom, FM delegates overflowed the Conrad Hilton hotel meeting room, with about a hundred broadcasters turned away during the Monday morning meeting. Presiding was Ben Strouse, WWDC-FM Washington, NARTB director-at-large for FM. Michael R. Hanna, WHCU-FM Ithaca, N. Y., sat as a board observer.

A program devoted mainly to the series of promotion programs, soon to be expanded under auspices of NARTB and Radio-Television Mfrs. Assn., wound up in a brisk debate over resolutions. Members of the Resolutions Committee were Ed Wheeler, WEAW (FM) Evanston, Ill., and Ray Green, WFLN (FM) Philadelphia.

Proposal Is Tabled

Oratory broke out all over the room when a resolution proposed the FCC check FM license renewal applications of network owned stations and match applications against performance of these stations. The resolution was tabled after delegates suggested it amounted to an endorsement of FCC investigation of stations; that all stations would probably suffer were such an FCC policy adopted, and that it would arouse antagonism on the part of other groups.

Other resolutions asked radio set makers to develop auto FM sets and auto makers to install them; thanked RTMA and member manufacturers for cooperation in FM promotion and in production of FM sets, proposed FM tuners be installed in all TV sets and praised work of John H. Smith Jr., NARTB FM director.

Benefits of the NARTB-RTMA FM promotion plan in North Carolina were described by E. Z. Jones, WBBB-FM Burlington, N. C., and Joe L. Pleasants, Allison-Erwin Co., Zenith distributor in Charlotte. Mr. Jones said FM sales were stimulated though many dealers did not cooperate nor was the home demonstration idea properly developed. He said the drive increased availability of FM sets at dealers and helped listening to some extent.

Mr. Pleasants said 15 distributors took part in the North Carolina campaign, five of them actively. Despite a textile depression and other adverse factors, a group of dealers sold 4,462 sets in the five-week test period. This did not include such chains as Sears Roebuck, Montgomery Ward and Western Auto. The total actually ran well over the 5,000 mark, he believed.

Sets in D. C. Cited

Everett L. Dillard, WASH (FM) Washington, D. C., said the District of Columbia has 140,000 FM-equipped sets in 405,000 families, with FM stations having wider range than most AM outlets as well as more network on the air than AM stations. The Washington campaign, scheduled to start March 1, got under way slowly and has been extended to April 15. He played a tape of a "sales meeting of the air" conducted for the benefit of salesmen.

William Hills, managing director of the Electric Institute of Washington, said only four distributors had any FM sets in stock when the campaign started. Despite handicaps of federal income taxes, local income taxes, Easter and $88 TV set sales, he declared, 2,309 FM sets were moved in March compared to 2,480 in the same period a year ago. He contended this record was outstanding in view of the fact that appliance volume was down 25-35% at the time. He added that dealers appreciate the daily announcements by FM stations, which help FM "sink into the public mind."

David Grigsby, advertising manager of Zenith Radio Corp. and chairman of RTMA's special FM Committee, gave Mr. Smith and other NARTB officials credit for their public relations job in the campaign and contended increased selling power has been developed in the FM set field.

Henry Onorati, advertising director of radio-TV, Crosley Div. of Avco Mfg. Corp., pointed to definite sales gains in the promotion campaign and growing public awareness of FM.

Herbert Guenin Jr., advertising manager of RCA Victor Div., said manufacturers will do all they can to help promote sale of FM sets. He said the promotion drive has helped dealer-distributor relations and showed how industry groups can work cooperatively with benefit to all.

A letter from Kenneth F. Schmitt, WIBA-FM Madison, Wis., told of the promotion campaign in that state.

Mr. Smith predicted steady expansion in FM. The association is expanding its work, he added, with the set campaign a piece of evidence. He spoke of the growing spirit of harmony about stations, manufacturers and sellers of sets. More listenership is the target, he contended.

Next FM promotion drive will take place in New York state with others to follow.

West Coast NBC Salute

FOUR West Coast stations were scheduled to be saluted on the 25th anniversary of their affiliation with NBC by a special radio network program from 10:30-11 p.m. EST Saturday. The broadcast, originating in Hollywood, was titled *Operation Pacific Coast* and honored KOMO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland.

CBC Good Friday Policy

NO commercial programs will be aired on Trans-Canada and Dominion networks of Canadian Broadcasting Corp. on Good Friday. This marks first year CBC institutes same policy on Good Friday that it has used for some years on Christmas Day. CBC-owned stations will also carry no commercials that day, but no regulation has been issued regarding commercials on independent stations.

NARTB GOAL

Is Outlined by Fellows

ORGANIZATION of the United States into an overall national association and 48 autonomous state associations is the goal of NARTB President Harold Fellows told a joint NARTB-BMI luncheon for state presidents, held during the NARTB convention in Chicago.

Growing legislative and regulatory problems among the states require careful study and cooperative action, Mr. Fellows said.

Carl Haverlin, BMI president, described progress of the BMI campaign to encourage young composers. He said 800 stations averaged over 6 hours a week of concert music under BMI encouragement.

Dan E. Jayne, WELL Battle Creek, Mich., was elected chairman of the state association group. He succeeds Emmett Brooks, WEBJ Brewton, Ala. Guest at the luncheon was D. Malcom Neill, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

FCC Chairman Paul A. Walker, guest of honor, informally reviewed FCC's budget problems. He recalled that Congressmen talk about cutting FCC appropriations in one breath and then ask the Commission, "When the blank are you going to get television down here. If somebody doesn't appropriate funds, many parts of the country will be in a bad fix so far as television is concerned."

BMI was host Tuesday at a dinner for the BMI-NARTB boards. The BMI board met the previous Sunday, reviewing progress of the composers contest and other promotions.

The new BMI TV Clinics [B•T, March 31] will be held in New York May 19-20; in Chicago May 22-23, and in Hollywood May 26-27. Topics on the agendas will be program and production economies, public service disc jockeys, musicians, music clearance, educational programs, local TV news, camera techniques, purchase of film, film features, film operation and package-spot programs. Some of the sessions are to be held in TV studios.

The annual series of BMI broadcast clinics opens April 27 in Missoula, Mont., running through May 16. Forty-two clinics will be held, with two and three a day in different areas.

Golden Jubilee

IN HONOR of the publisher's golden jubilee, *Santa Barbara News-Press*, KTMS Santa Barbara and KCOY Santa Maria, all Calif., invited the public to an "informal open house" in the News-Press Bldg., Santa Barbara, Monday through Thursday last week. The News-Press Pub. Co. is licensee of both KTMS and KCOY. Building was formally opened and dedicated March 30.

RADIO ALONE PULLED 25,000!

Using WJW **only**, Alan Freed, emcee of "The Moondog House," pulled an overwhelming 25,000 to the Moondog Coronation Ball. Here's proof that Cleveland's Chief Station is still Cleveland's best buy. Write, wire or call for available segments on this hottest show in town, "The Moondog House." Afternoon, 5 to 6; late-night, 11:15 to 2 a. m.

CLEVELAND PRESS, PAGE ONE

"... police reserves were forced to disperse a crushing mob of 25,000 ... 30 extra firemen ... 40 extra police ..."

STAN ANDERSON, PRESS

"... radio is not a dead medium when it can singlehandedly draw 25,000 to a dance."

CLEVELAND NEWS, PAGE ONE

"... doors closed ... after turnstiles totaled 10,091 admissions and still more ticket holders began to storm the entrance."

CLEVELAND PLAIN DEALER

"People came from as far as Toledo ..."

WJW

CLEVELAND'S *Chief* STATION

5000 W. BASIC ABC

WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST IN AUDIENCE IN THE MORNING

FIRST IN COST PER LISTENER

FIRST IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

CONGRESS

Time Runs Short; Radio Legislation Pends

WITH an eye on the calendar, Washington lawmakers are hammering away at "must" measures for 1952 with remarkable force this spring. Legislators' aim on Capitol Hill is to fold the debate tent by July in time to stalk the Chicago political conventions.

In addition, there is the campaign stretch which means incumbents need and want a time grace to return to their home states to campaign for the November elections.

In effect, this puts an unpredictable stop watch on pending legislation that is concerned with broadcasters' interests.

Most important legislative actions with which broadcasters have been concerning themselves are (1) the McFarland bill (S 658), a major measure that would set up new operating guideposts for FCC, and (2) a projected study of political broadcasts, looking forward to a clarification of Sec. 315 of the Communications Act.

Capitol Hill's thrust toward adjournment has asserted itself in the past few weeks. The pace is unrelenting in the House where that chamber has been passing appropriations bills methodically and bucking them over to the Senate without a letup.

Congressmen's strategy is to quickly get these "must" measures out of the way so that the slower-moving Senate can have plenty of time to consider them. Other "musts" are the Defense Production Act renewal or modification and foreign aid. There is no tax bill this session.

Resume of Bills

Item by item, the Congressional radio-TV picture looks like this:

● McFARLAND BILL—House Interstate & Foreign Commerce Committee has reported the Senate-passed measure [B•T, March 17]. However, the House version of the communications bill has not yet been completed. A report, which may be more of a document, will accompany it. Latest guess is that the committee will attempt to have both these items out of the way before the House Easter recess. Next steps probably will be House approval, then a joint conference between the houses.

● POLITICAL BROADCASTS—Although the House Commerce Committee chairman, Rep. Robert Crosser (D-Ohio), has signified his desire to give this subject a hearing, the committee's agenda is crowded [B•T, March 31]. There has been no hearing in the Senate.

● RADIO-TV BAN — There has been no indication that the House will amend the rules so as to permit radio-TV live or tape-film coverage of its committee proceedings [B•T, March 10]. It appears at this date that Speaker Sam Rayburn's (D-Tex.) ban is here to stay at least until the 83d Congress convenes next year.

● "DRY BILL"—The clock ran out on the proposed banning of liquor advertisements on radio or TV. The Johnson-Case bill (S 2444) has been defeated in the Senate Interstate & Foreign Commerce Committee [B•T, March 31].

● PROGRAMMING — In the House, the rug has been slipped from under a proposed investigation by a select committee of radio and television programs [B•T, March 31] (see story, page 28). But in the Senate, apparently Sen. William Benton's (D-Conn.) call for a radio-TV review board has been languishing.

● CAPEHART PLAN—This concerns the cost-allowance formula in the pricing structure as spelled out in the Defense Production Act. It is one of many issues to be considered as Congress proceeds with a study of the Act in its roll toward adjournment.

● FCC AND RECRUITING FUNDS—FCC is striving for additional funds to help it break the expected application workload when the TV freeze lifts. The House has passed its recommendation, the Senate is next on the agenda. Recruiting funds for radio-TV—money to be spent by the Army and Air Force—also is included in consideration of the general appropriations.

● NARBA—A Senate Foreign Relations subcommittee has not yet considered the North American Regional Broadcasting Agreement that is pending Senate ratification.

NBC ISSUES NEW CARD

Formalizes 1951 Reductions

NBC last week issued a new rate card (No. 34) for its radio network, formalizing the 10% reduction in afternoon and evening rates and the elimination of the 5% premium charge for the 8-10 p.m. time which NBC put into effect July 1, 1951. Failure of some readers of the new card to note the effective date led to a flurry of excitement over what they thought was a new series of rate reductions which quickly subsided when the date was brought to their attention.

The new NBC radio network rate card groups the network's affiliates into "primary" and "supplemental" stations under the plan adopted by NBC last fall [B•T, Oct. 8], which the network is still vainly trying to persuade its affiliates to accept.

ACCORDING to Frederic W. Wile Jr., NBC vice president and director of TV production, *Life of Riley*, starring William Bendix, will be produced as both a radio and TV program broadcast from Hollywood commencing next fall.

Batista Interview

FORT INDUSTRY Co. has claimed for its owned radio stations the only personal interview thus far granted to any U. S. station by Gen. Fulgencio Batista since his coup d'etat in Cuba. The interview, company spokesmen reported, was secured and recorded by Mrs. Ida Faulk, Latin-American commentator of Fort Industry's WGBS Miami, for broadcast by WGBS and other Fort Industry outlets.

AWRT SESSION

Held at Detroit

SECOND annual national convention of American Women in Radio & Television, April 4-6 at Statler Hotel, Detroit [B•T, March 3], was to feature a series of workshop sessions on television, agencies and public service. According to Convention Chairman Edythe Fern Melrose of WXYZ-AM-TV Detroit's *House O' Charm*, sessions included the following:

"You Gotta Develop Your Vision in Television," was to be presided over by Miss Melrose, with panel members Susan Bartlett, continuity director, WTTV(TV) Bloomington, Ind.; Dave Green, director of television, WWJ-TV Detroit; Harry Kahler, Kenyon & Eckhardt, New York, and Duncan MacDonald, supervisor of women's programs, DuMont.

Betty Stuart Smith, J. Walter Thompson Co., N. Y., was to conduct session on "Meet the Agencies and Package Houses—We All Work Together," with panel including Anne Gleason, president, Gleason Agency, Detroit; Gladys Blair, Young & Rubicam, Chicago; Betty McCabe, Sherman & Marquette, New York, and Beulah Zachary, producer of *Kukla, Fran and Ollie*, NBC-TV Chicago.

Other Activities

In public service category, "The Public Be Served!" was to be led by Natalie Flatow, Girl Scouts of America, New York. Serving on the panel were James Hanrahan, vice president and general manager, WEWS Cleveland; Henriette Harrison, radio-TV director, WMCA New York; Kay Lardie, manager, WDTR (FM) Detroit, and supervisor of radio-TV for Detroit public schools, and William Hodapp, executive director, Teleprograms Inc.

A plaque honoring American Women in Radio and Television for its help to U.S. homemakers was to be presented at the convention by the Kellogg Co. of Battle Creek, Mich. The plaque was to be presented by Detroit's Mayor Albert E. Cobo on behalf of Kellogg's to Edythe Meserand, president of AWRT.

Each member of the AWRT receives a replica of the award suitable for framing.

Merchandising Magic in Baltimore!

BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL

50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.

CO-OP PROMOTION Continuing Need Stressed

SUCCESSFUL selling of radio cooperatively by stations in the same city and the continuing need for audience promotion on the air and in sales presentations was outlined to NARTB conventioneers Tuesday afternoon.

Keynoted by Lee Little, general manager of KTUC Tucson, the audience promotion session concerning "The Tale of Three Cities" attracted an estimated audience of 60 broadcasters. Mr. Little, commenting on the small audience in contrast with the "3,000 attendance," termed the session "one of the two top-level discussions" at the convention.

After reprimanding broadcasters for not forwarding their successful promotion ideas to NARTB so the entire industry would benefit, Mr. Little pointed out that many stations neglect to promote good shows which they put on the air. He cited the instance when a network aired a sustainer to its affiliates for 13 weeks, learning afterwards that no stations had ever picked up the show because "they had not been advised the thing was available."

"Good, solid" promotion gets an audience for bad programs, and can also improve them. "When we tell people to listen to a radio program, they do. We in the radio business have found out that people do what we tell them to do," he said, referring to sale of products, collection of funds and tabulations on mail.

At KTUC, Mr. Little uses audience promotion schemes with every sales presentation, outlining what the station will do for the show and the client and what the client, in turn, should do to bolster the radio effort. He recommended advising the sponsor's employes through meetings or letters that radio is being used, inclusion of a box in newspaper space and display of store and window cards.

Detailing combined radio campaigns among stations in the same city were John Esau, vice president and general manager of KTUL Tulsa; Jack Knabb of the advertising agency of the same name in Rochester, N. Y., and Worth Kramer, general manager of WJR Detroit. Richard M. Allerton represented NARTB, of which he is research director.

Stress Own Assets

Broadcasters need to remind themselves of radio's assets, Mr. Esau said, naming flexibility and adaptability as primary. His station, among six radio stations and one TV outlet, helped organize the Tulsa Associated Broadcasters and hire a paid secretary.

The group initiated a radio week, blew up the mayor's proclamation for backgrounds and displays in retail store windows throughout the business district and organized all-station basketball and softball leagues with the call letters getting frequent mentions on newspaper sports pages.

The stations offered $1,000 cash to anyone who could find more than a 5% margin of error in a Tulsa radio and television survey. They also helped to revive the state radio association. Despite the group's "solid front," however, each station sells and promotes individually to retain its identity, Mr. Esau said.

KTUL has reinstated the last-minute copy change, "although it's a lot of trouble," uses a lot of names in chats with listeners and block programs the schedule with numerous giveaways, which include "giving away" an announcer to a housewife every other Thursday and a local variety of "Lonesome Gal" to women's clubs and civic groups.

Some 60 new residents in the city weekly receive personal letters from Mr. Esau, followed by another from the program director and a program schedule, and all staff members take active part in most of the local civic, fraternal and cultural groups.

"We've thrown out the word sustaining," Mr. Esau said. "The station that is never missed never dies —the station that dies is never missed."

Mr. Knabb, public relations counsel for the Radio Broadcast Management Council of Rochester, referred to the broadcast "nightmare in 1950 when ghosts of the competition haunted dreams of almost every radio man."

Purpose of Council

The group, organized to "make headway with use of headwork," has worked to maintain and improve the audience size and to sell better and more radio time. Because public relations "was the first job," speakers were sent to talk about radio positively rather than apologetically before local groups.

A screening committee was formed to handle all requests for free time, followed by approval of the Rochester Advertising Committee and various civic groups of the concept that stations were entitled to be paid the same amount as spent for newspaper space by organizations such as the Community Chest.

Mr. Knabb failed initially in convincing council members they could successfully sell as one group to an advertiser, although he later proved his theory by making two sales of four stations to a single sponsor. "It takes courage to make a profit and to try new ideas," he said, "and profit is the only thing that keeps us in business."

Mr. Kramer, also co-organizer with six other station men of the United Detroit Radio Council, asks broadcasters for "alert programming, vigorous audience promotion and strong sales efforts to get the other media dollars as well as competitive radio dollars." Station management can retain its place in the advertising picture and gain and keep the respect of its audience and advertisers by reflecting the strength and integrity of broadcasting concepts in their individual operations, he said.

SINGER Peggy Taylor pins carnations on NARTB delegates, inviting them to visit facilities of WGN-AM-TV in Chicago. With her are Charles Sherburne (l), KCBQ San Diego, and Van C. Newkirk, KHJ Hollywood.

Detroit Activities

To "re-awaken listeners and advertisers," the Detroit group conducted weekly meetings and spent $5,000 in a three-month car card and newspaper campaign backed intensively by radio, using 400 car cards and 113 cartoon ads rotating among three papers. The seven stations aired 24 radio promotion spots daily, mentions in local shows, in direct mail pieces, on envelopes and in advertisements.

The Detroit group originated the slogan which is used by industry elements throughout the country, "Wherever you go there's radio." The slogan is the title of a song written by a WJR staffer which has been recorded and distributed at cost to other stations.

Mr. Little, in recapping comments of the panelists, outlined a few of his promotions. Among them were free brake-testing and lining replacement for all residents of Tucson, use of acetate tape with "As advertised on KTUC" in sponsoring stores, gummed wrapping tape for outgoing packages in retail concerns, letters to sponsors' employes and purchase of the sponsors' merchandise.

He advised station men in smaller towns to keep promotion plans simple, recommending also that network promotion men in New York send out "down-to-earth" audience material adaptable to "people west of the Hudson."

"They should get out and see what goes on there," he said.

"There is no reason for anyone to be a bad broadcaster. No matter what you do, you should do it well."

"The Yanks are coming" over WINS right now—every day, at home and away.
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost!
We'll be glad to give you the facts, and the figures.

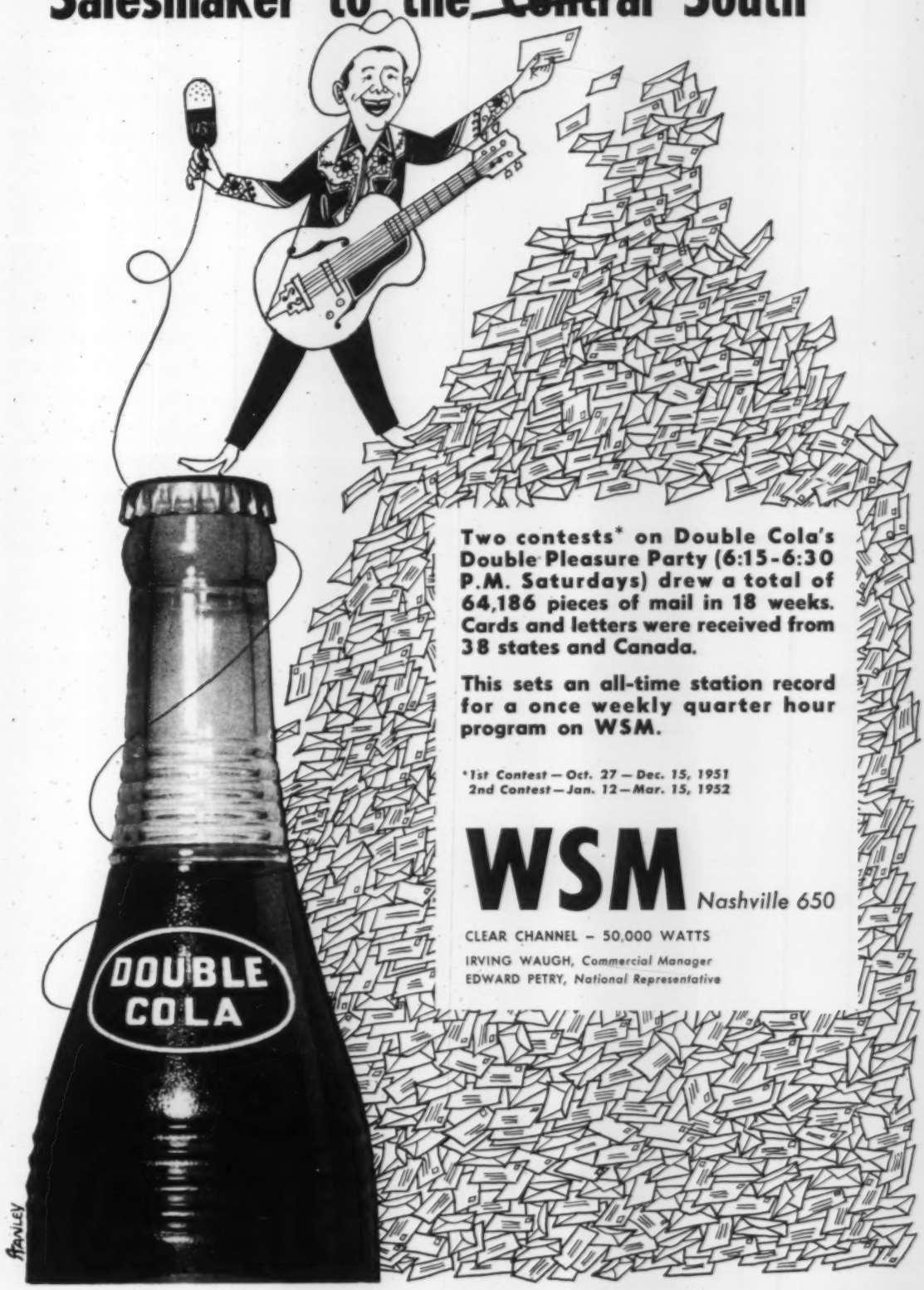
Buy WINS... it Sells!

Call your WINS representative ... see him when he calls!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

Salesmaker to the ~~Central South~~ 38 STATES



Two contests* on Double Cola's Double Pleasure Party (6:15-6:30 P.M. Saturdays) drew a total of 64,186 pieces of mail in 18 weeks. Cards and letters were received from 38 states and Canada.

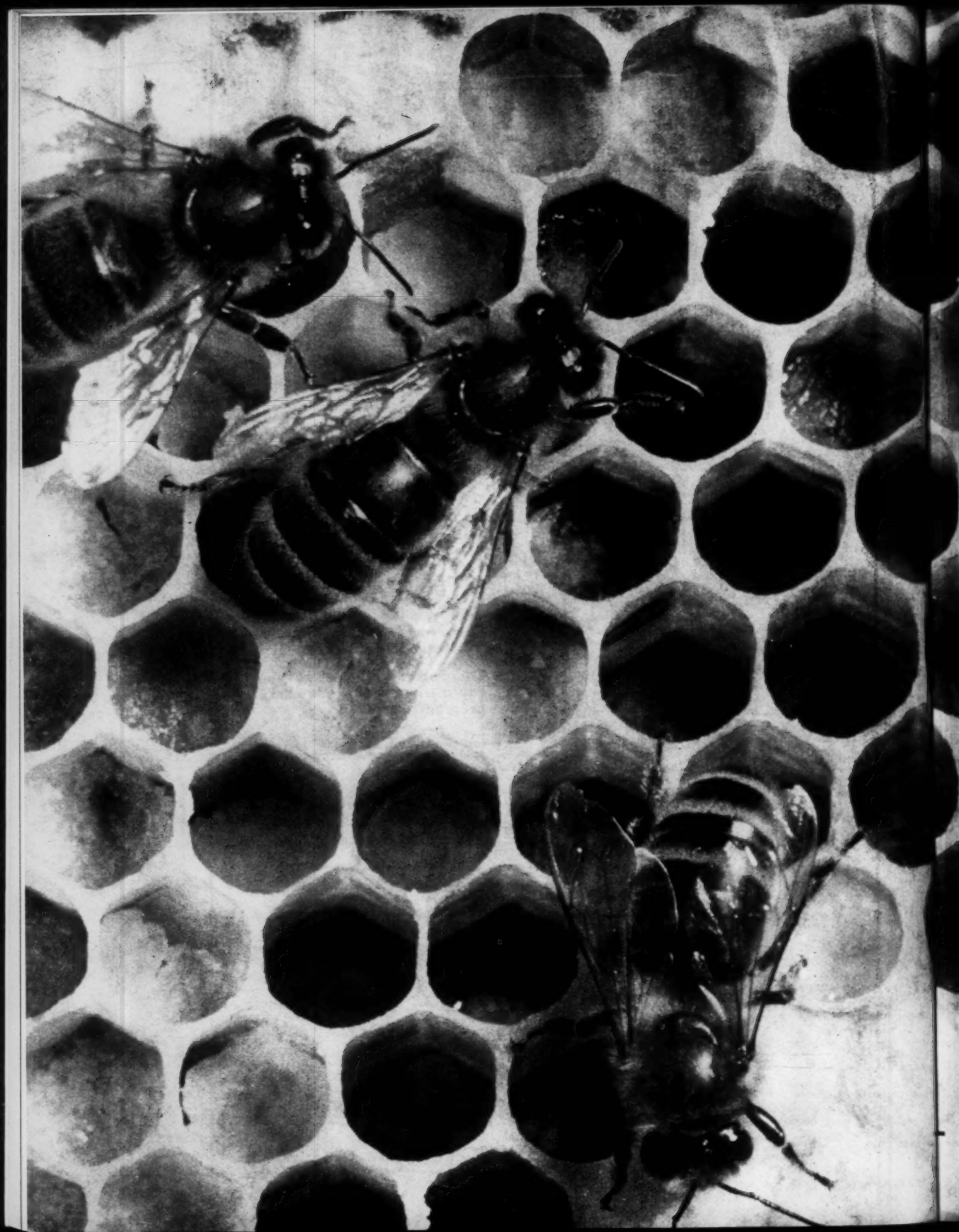
This sets an all-time station record for a once weekly quarter hour program on WSM.

*1st Contest — Oct. 27 — Dec. 15, 1951
2nd Contest — Jan. 12 — Mar. 15, 1952

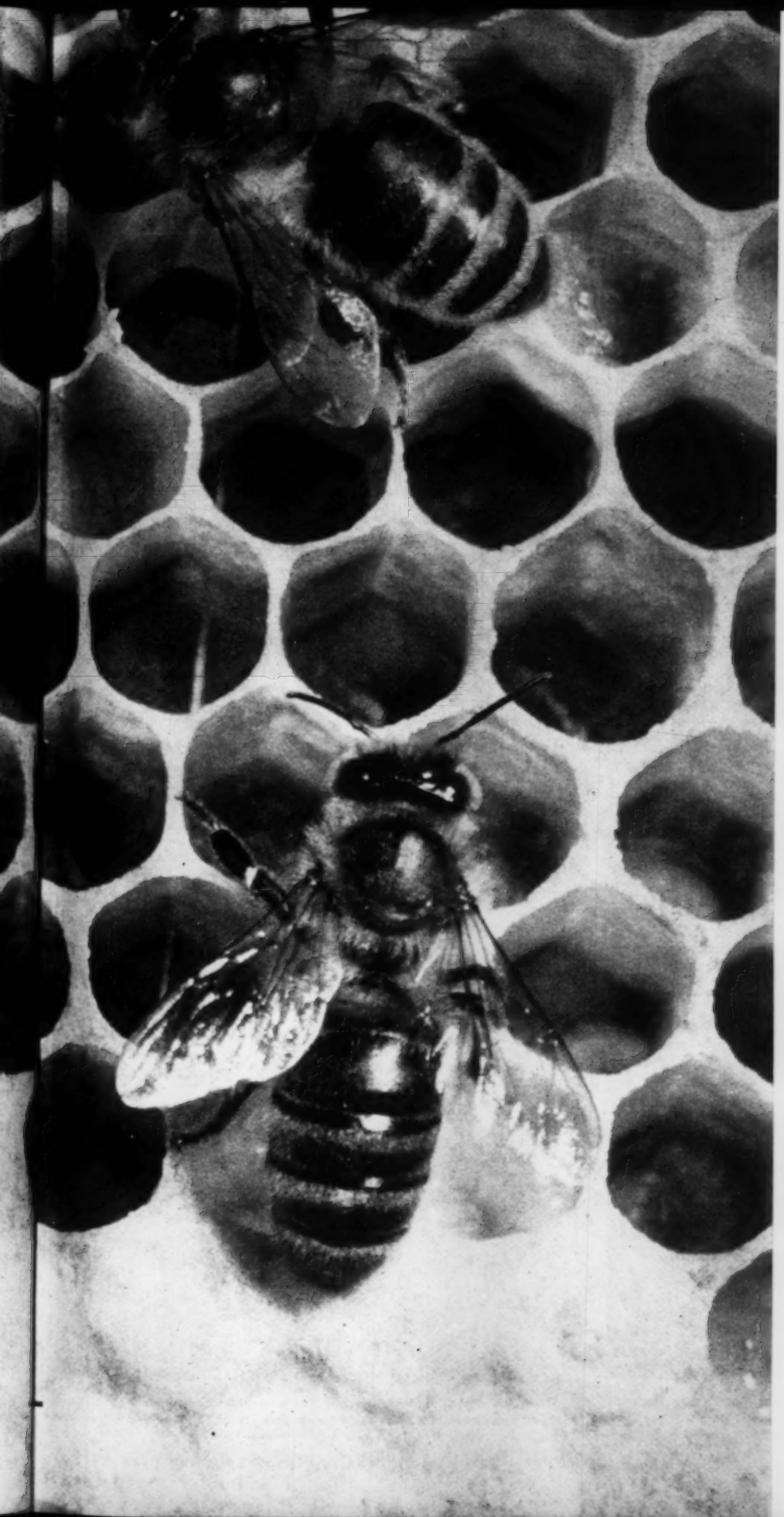
WSM Nashville 650

CLEAR CHANNEL – 50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*



XUM



Everything's humming here!

And there's plenty in it for you. Because the *new* BEEHIVE RADIO NETWORK is busy providing advertisers with exhaustive coverage of a billion-dollar empire (annual retail sales: $1,024,809,000) honeycombed with farms and factories. The BEEHIVE—a combination of 50,000-watt KSL plus four other busy CBS Radio affiliates in Utah and Idaho—has a potential audience of 45,740 more radio families than any competing regional network. Now, thanks to the five stations of the new BEEHIVE RADIO NETWORK, you can get *blanket coverage* of the entire Intermountain America market plus intensive *local merchandising* of your product in key population centers. To gather in the riches that are waiting for you throughout this 376,000 square-mile territory, just buzz KSL or CBS Radio Spot Sales and ask for complete information about . . .

THE BEEHIVE* RADIO NETWORK

Frank B. McLatchy, Manager

KSL, Salt Lake City
KSUB, Cedar City
KEEP, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

*Symbol of the early territory of Deseret (Utah, Southern Idaho, parts of Nevada and Wyoming)

FEDERAL Telephone and Radio Corp., Clifton, N. J., was represented by (l to r): Robert Deutsch and Joe Kircher, sales engineers, and C. J. Harrison, vacuum tube sales manager.

* * *

STUDIO CAMERA manufactured by RCA is demonstrated by this group of RCA men. They are (l to r) A. Reisz, A. R. Hopkins, Al Josephsen and C. M. Lewis.

* * *

HEAVY EXHIBITS

Fewer Big Products Shown at Chicago

HEAVY EXHIBITS — those of station transmission and studio equipment makers—were lighter this year at the NARTB convention, with RCA again leading the field in amount of floor space and number of items displayed.

The company sent more than 60 representatives from its custom recording, engineering products and tube divisions. At the opening of its extensive display was a revolving platform with a new combination studio-field camera operated by a plaster male model before a life-size ballet dancer.

Equipment available for inspection included AM, FM and television transmitters, audio equipment, monitoring units and test apparatus for all kinds of stations. Items for TV stations included mobile equipment, cameras, control room units and distribution amplifiers.

RCA also showed AM, FM and TV antenna systems, transmission line equipment, tower lighting units and accessories.

The camera, described as TK11A for studio use and TK31A for the field, features a view-finder with a seven-inch kinescope, superior yoke design, a video amplifier with adjustable blanking and rugged construction.

Andrew Corp. featured as the central attraction of its display the new skew antenna based on an engineering principle which provides for mounting on the sides of buildings, eliminating necessity of a tower on top. Company manufactures transmission lines for VHF and UHF, antennas and mounting, dehydrating and tower lighting equipment.

Representatives of Collins Radio Co. from five cities showed convention visitors the complete line of AM and FM broadcasting installations, transmitters ranging in power from 250 w to 50 kw, FM antennas, 10 w FM educational broadcast systems, studio and accessory equipment, remote pickup amplifiers, speech input consoles, transmitter control consoles, transmitter monitoring, test and accessory equipment and custom-built studio installations.

Fully-equipped television station, with transmitter, cameras, studio, control room, film projection room, transmitter room and client's booth was installed by the Allen B. DuMont Labs. Other exhibit features—a 5 kw "Oak" air-cooled transmitter and console, a director's desk for audio and video switching and line amplifier designed to make programming more flexible and to handle special effects with finger-tip controls.

Gates Radio Co. men showed speech input equipment, including two complete console systems and a pre-set program dispatching and switching facilities. Other features were two AM transmitters and a 250 w FM relay transmitter used for STL service.

Thirty representatives of General Electric Co. manned its lower-level display of UHF TV transmitter equipment and controls, a UHF antenna, studio camera channel, film camera channel, Synchro-Lite projector, station switching equipment, synchronizing equipment, portable console and audio consolette.

General Precision Lab. presented new TV camera chains and studio field equipment as well as professional 16mm telecasting and previewing projectors. The camera has separate light indicators for each of four lenses, plus a fifth light indicating on and off.

Federal Telecommunication Labs.

* * *

GRAYBAR's delegation included (l to r) Bob Uhrig, J. W. LaMarque and Larry O'Connell.

* * *

OPERATION UHF was inspected at the Allen B. DuMont Labs. display by staff members (l to r) H. E. Taylor Jr., manager of the television transmitter division in Clifton, N. J.; Herb Bloomberg and Lew Radford Jr., district managers.

TV CAMERA chains and studio-field equipment were displayed by General Precision Lab. and its delegates (l to r): John M. Sims, Lee Matheson and Louis L. Pourciau.

XUM

INTRODUCED at the convention for the first time was General Electric's 12 kw UHF Klystron tube. Heading the GE delegation were William J. Morlock (l), general manager of the commercial equipment division, and Frank P. Barnes, sales manager for the broadcast equipment section. The new tube, which has been operated at more than 15 kw power at 750 mc during development tests, will soon be installed at GE's plant in Syracuse for propagation tests. If FCC authorizes maximum effective radiated powers above the presently proposed 200 kw, the basic design of the Klystron will make 50 kw tubes "entirely practical," company claims.

* * *

displayed, in cooperation with Graybar Electric Co., the company's new distributor. Showing items from camera to antenna, the exhibit stressed installations based on successful stations which Federal has equipped in North and South America. The company manufactures transmitting, rectifier and picture tubes, as well as magnetrons.

Graybar also distributes for Continental Electronics Mfg. Co., Blaw-Knox Co., Ampex Electric Corp. and Altec Lansing Corp., all NARTB associate members. Products include transmission and studio equipment, speech input units, tubes, tape recorders, test and measurement equipment and metal cabinets. Continental exhibited three broadcast transmitters for AM.

Switching equipment wiring devices and switchboards for TV studios, as well as related engineering services, were featured in the display space of Kliegl Bros. Universal Electric Stage Lighting Co. Another manufacturer of switchboards, lighting and equipment, remote controls and mike booms was Century Lighting Inc.

Broadcast Music Inc., cooperating with the NARTB, set up Freedom Hall with a large collection of historical documents and the original manuscript of the "Star Spangled Banner." BMI, now in its 12th year, also featured a miniature theatre with hit songs. It also displayed promotion material on the program encouraging broadcast of concert music and the young composers radio awards. The award program is conducted cooperatively with state broadcasters' associations.

Also see Light Exhibit story, page 52

Other exhibition hall booths were occupied by the Broadcast Advertising Bureau, Armed Forces Information Center, National Production Authority and NARTB Station Relations.

FCC LEGISLATION

Reaches Floor of Senate

SENATE Expenditures Committee last week approved and sent to the Senate floor a bill providing that an FCC Commissioner can be removed from office only for cause, that is, for inefficiency, neglect of duty or malfeasance [B•T, Feb. 25]. The bill (S 1139) also would permit Commissioners to stay in office after their terms expire until a successor is named and confirmed by the Senate, and place a 60-day limit on extra service.

EQUIPMENT manufactured by Gray Research and Development Co. is readied for convention visitors by Chester A. Snow (l) and Chester B. Hayes.

KLZ—30 YEARS OF SERVICE

PHILLIP X. DANIELS,
President
Colo. Chamber of Commerce

"KLZ...a splendid servant of the people...a great asset to our state!"

Phillip X. Daniels, president, Colorado Chamber of Commerce, recently stated: "KLZ is a splendid servant of the people and a great asset to our state."

Mr. Daniels was analyzing KLZ's 30 year record of public service to the Rocky Mountain area and the distinguished list of national honors that KLZ has brought to its area. Leading Colorado citizens—U.S. Senators, Congressmen, Governors, Mayors—have joined publishers, businessmen and clergymen in praising KLZ's unparalleled public service record.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

'DUPLEX' DATA

Hooper Extends to Set Use

C. E. HOOPER Inc. is now using "Duplex Coincidental" data for "sets-in-use" figures as well as for "ratings" and "share-of-audience" data. Advantage of the "duplex" data, which are obtained by asking "What were you listening to 15 minutes ago?" as well as "What were you listening to when the phone rang?", is that the sample size is doubled with no increase in cost, the research firm explained.

Extension of the "duplex" data, according to a Hooper spokesman, followed extensive research authorized by Dr. Matthew N. Chappell during his analysis of methods of measuring broadcast audiences. "This research showed that there was no sacrifice of accuracy when compared with the industry standard method, namely coincidental," it was stated. The full research on "Validation of the Accuracy of the Duplex Coincidental" will be published in booklet form as the other parts of Dr. Chappell's study have been.

A sample test study conducted in New York in January showed little difference between station audience rating figures and sets-in-use data obtained by the "Duplex Coincidental" method and those obtained through the pure "coincidental" system. Morning radio sets-in-use were reported as 12.53 by the coincidental method, 12.79 by the duplex method. Afternoon radio sets-in-use were 9.97 (C.) and 9.82 (D.). Evening figures were 8.99 (C.) and 8.98 (D.).

ZENITH INCOME OFF

'51 Gross and Net Lower

ZENITH Radio Corp. had net sales of $110,022,780 for 1951 with a net income of $5,370,740 ($10.90 per share) after provision for federal income taxes of $6,400,000, company has reported in its annual statement.

This compares with sales of $134,012,595 and a net of $8,479,390 ($17.22 per share) in 1950.

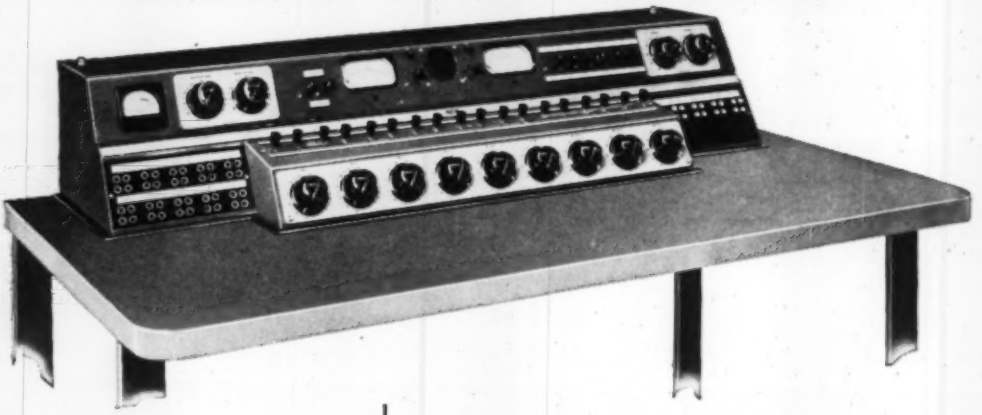
Total current assets as of the end of 1951 was $34,588,640, of which $12,942,172 was in cash, the report showed. Total current liabilities was $13,868,381.

Bowling Green Meet

COMMUNICATIONS Institute at Bowling Green State U., Bowling Green, Ohio, June 20-21 will feature as main speaker and consultant Dr. Dallas W. Smythe, research professor at the U. of Illinois Institute of Communications Research and former chief of the economics division of the FCC. Dr. Smythe's convocation address will be, "Mass Communications: What Are They Doing for Us and to Us?" The two-day program is offered as an area public service to educators and professionals in communications.

GraybaR recommends

THE NEW ALTEC 250A SPEECH INPUT CONSOLE



Here is the latest addition to Altec's new and enlarged line of speech input equipment — the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

•

Two main program channels which can be operated simultaneously on separate programs.

•

A nine-channel parallel mixer — any combination of nine inputs can be used at the same time on either channel.

•

All necessary monitoring, cue, audition, and signaling circuits.

•

Controls, keys, and pots conveniently arranged for maximum accessibility.

PLUG-IN UNITS . . .

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type . . . are compact . . . easy to change and service. (The pre-amplifier unit, for instance, is only 1⅝"x4¼"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.* 242-14

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

. . . manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

via GraybaR

VOA 'COURIER'

Won't Broadcast at Sea, Congress Is Advised

CONGRESS has been advised by the State Dept. that its new transmitter-equipped vessel, the *U.S.S. Courier*, will not broadcast on the high seas in violation of international treaties.

The question has been raised that the floating Voice of America relay station might violate provisions of the Atlantic City Telecommunications Treaty, which specifies international wavelengths and sets certain conditions for broadcasting [CLOSED CIRCUIT, March 24].

The department's awareness of the problem involved and its desire to minimize confusion stemming from newspaper accounts were evidenced by its international broadcasting officials before a House Appropriations subcommittee studying the fiscal 1953 budget.

A sum of $6,620,312 has been approved by the full House Appropriations Committee for two additional ship-borne stations—subject to House vote last week.

Foy D. Kohler, director of State Dept.'s International Broadcasting Services, noted printed accounts suggesting that the ship (described as the Vagabond project) will be "steaming up and down the high seas, broadcasting," and explained:

"Under the international regulations we cannot operate from ships on high seas; we must identify the locations, and have a legal frequency for the use of the transmitter, and for that reason it is not practicable to contemplate operating a Vagabond on the high seas." Mr. Kohler added that "of course all rules are off in case of war."

In response to questioning, Mr. Kohler acknowledged there is nothing to prevent the ship from shifting its base of operation. Query was posed by Rep. Daniel J. Flood (D-Pa.), a subcommittee member, with the reservation that international agreements would permit such a procedure. Mr. Kohler said such a plan would mean "elasticity and security."

Mr. Kohler said that while the vessel would not bring broadcasting closer to the target than a land-based station, the department can build two floating stations for the price of a land-based operation.

The Atlantic City treaty prohibits mobile broadcasting by land, air and sea. Under the proposed plan, the *Courier* would anchor at ports under agreements with certain countries.

Despite conformance with the treaty, some authorities have expressed consternation over the possible practical effect of such an operation. The question is raised whether the Soviet would launch a similar project and open up a communication barrage, or simply choose to regard the floating VOA as an "unfriendly act."

In the former eventuality, authorities point out, the Soviet could disrupt all modes of communication, including domestic radio-TV broadcasting.

The USSR signed the 1947 Atlantic City convention but has not yet ratified radio regulations stemming from separate administrative conferences.

The State Dept. offered its views during hearings held before the subcommittee early last month and released March 25.

$1 MILLION ASKED

To Support Foreign Media

SUM of $1 million for "mass communications" is being sought from Congress by the Dept. of State to support foreign radio, press and motion picture operations by making grants to selected personnel in certain countries.

The project is designed "to localize more and more" these activities and was worked out by the department's International Broadcasting Services, Motion Picture Div., Press Div. and the Div. of Exchange of Persons.

A House Appropriations subcommittee, holding hearings on the fiscal 1953 budget, was told that the State Dept. proposes "to bring . . . certain selected people in the radio industry" under this project. This would include, among other personnel, owners, directors and workers at local broadcasting stations in the Near East, Southeast Asia and in other areas.

Such a plan, the department testified, would improve the effectiveness of the entire U. S. international information and education program, and help combat Soviet propaganda.

Specifically, the plan calls for the U. S. to bring 90 broadcast personnel from 30 "priority" countries (evenly divided among commentators, script-writers and program directors) to this country for indoctrination. They also could be used on Voice of America programs piped overseas.

WMCA Strike Looms

CONTINUITY, publicity, programming and clerical departments at WMCA New York were granted permission by their union, Newspaper Guild of New York, to call a strike against the station management in efforts to seek wage increases. A guild spokesman reported Wednesday that union members at WMCA had received only a $3 general increase since January 1950, in spite of rising living costs. Contract negotiations have been in process for some time, it was added, but refusal by the station to grant pay increases, after WMCA had granted AFRA members an increase last December, has prompted the move toward strike. Negotiations have been conducted by the guild with Nathan Straus, president and owner of WMCA.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK, FEBRUARY 17-23, 1952

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week		
	(Average for all Programs)	(6.9)
1	Jack Benny (CBS)	15.9
2	Amos 'n' Andy (CBS)	15.7
3	Lux Radio Theatre (CBS)	14.3
4	People Are Funny (CBS)	12.4
5	Charlie McCarthy Show (CBS)	12.3
6	Our Miss Brooks (CBS)	10.8
7	Dr. Christian (CBS)	10.2
8	Theatre Guild on the Air (NBC)	10.2
9	Suspense (CBS)	9.9
10	Arthur Godfrey's Scouts (CBS)	9.6
Evening, Multi-Weekly		
	(Average for all Programs)	(4.3)
1	Beulah (CBS)	7.3
2	Lone Ranger (ABC)	6.6
3	One Man's Family (NBC)	6.3
Weekdays		
	(Average for all Programs)	(4.8)
1	Romance of Helen Trent (CBS)	9.1
2	Our Gal, Sunday (CBS)	8.7
3	Ma Perkins (CBS)	8.7
4	Big Sister (CBS)	8.2
5	Wendy Warren and the News (CBS)	8.2
6	Aunt Jenny (CBS)	8.1
7	Guiding Light (CBS)	7.8
8	Perry Mason (CBS)	7.6
9	This Is Nora Drake (CBS)	7.4
10	Arthur Godfrey (Liggett& Myers) (CBS)	7.3
Day, Sunday		
	(Average for all Programs)	(3.2
1	True Detective Mysteries (MBS)	8.3
2	Shadow, The (MBS)	7.2
3	Martin Kane, Private Eye (NBC)	5.5
Day, Saturday		
	(Average for all Programs)	(3.8
1	Theatre of Today (CBS)	7.0
2	Grand Central Station (CBS)	6.7
3	City Hospital (CBS)	6.0

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MERCHANDISING CLINIC

Set by N.Y. AMA, SEC

TWO-DAY Merchandising Clinic, planned by New York chapter of American Marketing Assn. with the Sales Executives Club of New York, has been announced for April 29-30 in Manhattan's Hotel Roosevelt. Ted Cott, NBC vice president, will speak at the opening day luncheon.

Media and other merchandising services will be discussed by panels in both afternoon and morning sessions, with chairmen to include W. Parlin Lillard, General Foods Corp.; J. Sidney Johnson, National Biscuit Co.; Ronald Welch, McCann-Erickson; H. Ford Perine, Time-Life Inc.; and John E. Shepherd, Fletcher D. Richards Inc.

Anti-Inflation Drive

RADIO, car cards and three-sheet posters are being used in an anti-inflation campaign inaugurated Monday as a public service campaign by the Advertising Council. Advertising materials identify inflation as a "wage-price leapfrog" and warn, "If we allow it to get out of hand, inflation can lick America, wreck our economy and crush us as individuals." Advertising materials were prepared on a volunteer basis by Dancer-Fitzgerald-Sample under direction of Samuel C. Gale, vice president of General Mills and volunteer campaign coordinator.

"GET MORE for Your Dough on Radio" was the convention theme for Standard Radio Transcription Services and its representatives (l to r): Gus Hagenah of the Chicago office; Lee Hart, Los Angeles; Alex Sherwood, New York, and Lewis TeeGarden, Los Angeles.

* * *

PITCHMEN for World Broadcasting System donned straw hats and called in conventioneers with canes plugging the new Judy Canova *Country Fair* show. Salesmen included (back, l to r) Hugh Grauel, Marq Marquardt, Bob Friedheim, Jim Weathers; front, Dick Lawrence, Pierre Weis and Cy Kaplan.

* * *

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, checks outsize badges of John Andrus, vice president and treasurer, and Andrew M. Wiswell, vice president and recording director.

* * *

LIGHT EXHIBITS

Viewers Get Gimmicks Galore

THE LADIES—and broadcasters blessed them—shared convention attention this year with a prize-winning steer named Nobull, Captain Video's proxy who passed out "secret rings," and cane-swinging pitchman, in addition to some 40 "light" exhibits on the fifth floor of the Conrad Hilton Hotel in Chicago.

Conventioneers, playing between the heavy exhibit section in the basement Exposition Hall and the populous Famous Fifth, toted carry-alls with paper openers from Ziv, Dick Tracy pencils from Snader, bottles of wine from Capitol and memo-books from SESAC.

World dispensed walking canes bearing a plug for Judy Canova's *County Fair*, CBS-TV Film Sales gave out miniature television sets of plastic with pictures of its stars and Standard Radio Transcription Services distributed a specially-cut record. WGN-AM-TV Chicago and the Caterpillar Co. provided carnations and daisies for visitors.

RCA Record Program Services spotted two models through the halls soliciting members for the 512 Key Club. Numbers on two lucky membership cards determined winners Monday and Tuesday evenings of a home freezer filled with some 200 pounds of beef. Plugging "Thesaurus—Your Steak in Programming," the company showed a blue-ribbon steer, Nobull, in a hay-filled pen in the exhibition hall. Models displayed packages labeled "Ready for Freddy," with reference to the new *Freddy Martin Show*.

Among the transcribed packagers was the Frederic W. Ziv Co., which decorated its suite with colorful wallboards calling attention to *Bright Star*, *Cisco Kid* and *I Was a Communist for the FBI*. Company showed promotion kits, including premiums and merchandising ideas, program features.

Lang-Worth Feature Programs queried visitors with a cardboard question, "Are You Confused?", answering that they need not be in a series of disc-posters on the walls. Benefits of the transcribed service —"I'm tough, cue easily, reproduce faithfully and wear well."

Associated Program Service stressed sale of its library "for as little as $19.50" monthly on one-year minimum contracts. It detailed its catalog of 10 different library services suited to various economic, sales and programming requirements of station men.

Also see Harry Erlebert story, page 48

Standard Radio Transcription Services, which recently signed Doris Day and the Billy May band, introduced a comprehensive sales, advertising and copy service. Sales brochures, written directly to the advertiser for use by stations, included five different plans on the new attention-getter series. Central theme of its exhibit was the slogan, "Get More for Your Dough on Radio."

SESAC, marking its 21st year with more than 4,000 selections in

* * *

HEAVY promotion was given to *I Was a Communist for the FBI* in the Frederic W. Ziv Co. suite at the convention. Promotion kits, checked here by W. Bennett Philley (l) and Al Unger, were distributed for each of the featured programs.

* * *

SNADER TELESCRIPTIONS showed conventioneers 800 of its short TV musicals. Hosts included (l to r) Al LeVine, Monroe Mendelsohn, Reub Kaufman, E. Jonny Graff and George Fisher.

SESAC, which is observing its 21st year and has more than 4,000 selections in its library, was represented by (rear, l to r) Louis Tappe, Harold Fitzgerald and Robert Stone; front, Mrs. Kenneth Parker, Alice Heinecke and John Casey.

XUM

WELCOMING guests in the Capitol Transcriptions suite were (l to r) Jim Strain, Bill Finkeldey, Cliff Ogden, Jack Barton and Alvin King.

* * *

its library, called special attention to Stan Freeman's jazz quartet in its convention suite. Representatives gave red plastic-covered notebooks to visitors.

World Broadcasting System salesmen wore a pitchman's red-ribboned straw hat and carried canes, which were given to conventioneers. Its shows include *Chapel by the Side of the Road* with Raymond Massey, *Steamboat Jamboree* with Lanny Ross, *Forward America* with Walter Houston and *Freedom Is Our Business* with Robert Montgomery.

Harry S. Goodman Radio and Television Productions featured a display and brochures on the custom-built spots, radio programs ranging in length from 5 to 30 minutes, radio and TV weather forecast jingles and 16mm television film.

Gives California Wine

Bottles of varieties of California wine went to guests of Capitol Records Distributing Co. which listed features of its custom libraries for AM and FM radio and television.

CBS Television Film Sales promoted the following programs: *Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Files of Jeffry Jones, Range Rider, Holiday in Paris, Vienna Philharmonic Orchestra, Hollywood on the Line* and *World's Immortal Operas.*

Snader Telescriptions Sales, in a viewing room adjacent to its suite, showed conventioneers a series of 800 short musicals filmed for TV exclusively. A Dick Tracy pencil giveaway plugged a show of the same name. Others are *This Is the Story*, Alexander Korda feature films and *Washington Spotlight.*

Screen Gems Inc. sent representatives of its television department to the NARTB convention for the first time. The company packages show for stations as well as films and commercials for sponsors.

Musicolor Inc. exhibited telecolor, "the light that dances," light mobiles which are synchronized with music for film or live television. The device is used also for advertising promotion.

Representatives of the broadcast division of Allied Radio Corp. told station men about the company's complete line of tubes, tape recorders, microphones, test units, monitor speakers, amplifiers, pickups, cartridges, turntables, pads and patch cords.

Altec Lansing Corp.'s exhibit displayed printed promotion on its speech input equipment, microphones, loud speakers, amplifiers, transformers and intermodulation test equipment.

Ampex Electric Corp. featured its high-quality magnetic tape recorders and motion picture synchronizing equipment, while Andrew Corp. called attention to its transmission line for VHF and UHF, its multi-TV antenna, the multi-V for FM broadcasting and equipment for tower lighting, mounting and dehydrating.

Audio and Video Products Corp., for the first time, showed a console cabinet model of the Ampex portable series 400-A magnetic tape recorders. Company has standard as well as custom models.

Several items in the catalog of Eitel-McCullough were displayed,

(Continued on page 54)

* * *

MAGNECORD men at the convention were (l to r) Dick McQueen, A. L. Whyte, C. G. (Spec) Barker and Dick Hornbogen.

MISS AMPEX on poster eavesdrops on the convention discussion of this trio (l to r): M. M. Newman, E. G. Swanson and Harrison Johnston.

* * *

LANG-WORTH representatives, who attended the NARTB convention, are (l to r) C. E. Langlois Jr., C. E. Langlois Sr., John Langlois and Hugh Allen.

* * *

RCA THESAURUS representatives, who enrolled members in the 512 Key Club and awarded a steer to the membership card holder with the prize number, included (back, l to r) Greg Reeser, Bill Reilly, Hank Gillespie, Bob Fender and Al Sambrook; front, Bill Gartland, George Field, Jim Davis, Ben Rosner.

* * *

FILM REEL on "The Locomotive," one of first in the series of CBS-TV *Big Town* programs which switched to film April 3, is checked in the convention suite of United Television Programs. Representatives of the TV film sales organization include (l to r): Aaron Beckwith, sales manager; Jerry King, president; Milton Blink, executive vice president, and John Rohrs, Chicago sales manager.

REPRESENTING Presto Recording Corp. were (l to r) Al Jorysz, Tom Aye, Tom Aldrich, Austin Sholes.

* * *

PICTURED at Kliegl Lighting Co. exhibit are (l to r) Arch Monson, West Coast distributor for Kliegl; George Gill, TV sales, Kliegl; Charles Batson, formerly NARTB and now with Broadcasting Co. of the South; Bob Langer, development engineer, Kliegl.

* * *

PICTURED inspecting Continental Electronics Mfg. Co. exhibit are: K. W. Pyle, KFBI Wichita (second from l), John Schilling WHB Kansas City (second from r), W. D. Mitchell and W. M. Witty (r) both with Continental, flank duo.

* * *

GATES Radio Co. representatives at the exhibit booth are: (l to r) R. M. Ware; F. W. Wentura, Al Krueger and Ken Neubrecht.

COLLINS RADIO Co. representatives at the convention were (l to r) Jim Flynn, Arthur Collins and R. H. Hollister, sales manager.

* * *

Light Exhibits

(Continued from page 53)

with the company introducing Eimac's new external cavity Klystron for 5 kw output in the UHF for TV. Firm also manufactures power tubes, vacuum capacitors and air system pockets.

Another exhibitor was Dresser-Stacey Co., which makes steel towers.

Federal Telephone and Radio Corp. outlined details of its line of transmitting and rectifier tubes, television picture tubes and magnetrons, while Gray Research and Development Co. representatives explained the company's research and development facilities and services. Gray makes Telop, transcription arms, equalizers, multiplexers, camera turrets and sound-effects consoles.

Magnecord, which manufactures high fidelity magnetic tape recorders, designs all equipment for use interchangeably in portable, rack or console operations. Also available are single microphone input and multi-channel amplifiers as well as zero line level amplifiers.

Presto Recording Corp. salesmen described the firm's sound record and transcription equipment, disc and tape types, amplifiers, equalizers and blank recording discs. Magnetic recording equipment was exhibited also by Stancil-Hoffman Corp., including the mini-tape, a self-contained battery-operated recorder.

Wincharger Corp., represented also, manufactures vertical radiator antenna towers for radio, antenna supporting towers for AM, FM and TV and tower lighting equipment.

Other exhibitors included Keystone Broadcasting System and Standard Rate and Data Service, as well as General Precision Lab., Broadcast Advertising Bureau and Graybar Electric Co., which had other displays in the "heavy" equipment section in the lower exhibition hall (see story, page 48).

* * *

URGES FULL NEWS

UN Official Lauds Radio

BYRON PRICE, assistant secretary general of the United Nations, urged broadcasters, along with press and motion pictures, to do their utmost in keeping the American public informed about international affairs. Speaking Thursday to the Radio Executives Club of New York, Mr. Price said the fate of the world and the nation may well hang on decisions of the American voter and it is of the greatest importance that he be fully informed.

Mr. Price, who was head of the wartime Office of Censorship, lauded the broadcasters for their voluntary cooperation in suppressing news which might have harmed the war effort, saying their contribution to the national welfare has never been sufficiently appreciated by the general public.

* * *

CBS TELEVISION Film Sales staffers included (l to r) Fred J. Mahlstedt, New York, with Charles Reeves, George Lyons and Walter Preston, all of Chicago.

RCA TELEVISION console and its units are examined by this group of NARTB convention delegates (l to r): Wiley D. Wenger, RCA, Dallas; Bob McRaney, WCBI Columbus, Miss.; J. F. Palmquist, RCA, Dallas; Paul Goode, KSWO Lawton, Okla.; Buck Lewis, RCA, Camden; Bill Buford, KSWO; A. R. Hopkins, RCA; Lynwood Lessig, J. Walter Thompson Co.; W. O. Hadlock, RCA, Camden.

* * *

BOARD CHAIRMAN Kevin Mallen (r) of Ampex outlines innovations in his convention display with Russell O. Hudson, vice president in charge of sales for Audio and Video Products Corp., which distributes Ampex.

GIFT OF WDET (FM)

Union Offers to Wayne U.

GIFT offer of WDET (FM) Detroit to city-owned Wayne U. was announced last week by the station owner, UAW-CIO. The station was the last labor-union-owned FM outlet in the country.

A union spokesman stated his group is "directing our energy and plan to use our finances for the processing of a television application in Detroit."

Emil Mazey, UAW-CIO secretary-treasurer, made the statement after Mrs. Millie Jeffries, WDET (FM) manager, reported that the union would dispose of the outlet.

Mr. Mazey said the union's relinquishment of control "does not in any way reflect diminishing interest on the part of the UAW in owning and operating radio and television stations."

Failure of the UAW-CIO to succeed in operating the FM station was blamed on inability to attract a sufficiently large audience and, thus, enough advertising to make the operation paying or sustaining.

The union previously had requested the FCC to allow suspension of operations April 1, but continuance another month was decided upon at the last minute, Mrs. Jeffries said. The station's monthly expenses have been about $7,000, with a deficit of about $4,000.

Van Devander Resigns

CHARLES VAN DEVANDER, publicity director for the Democratic National Committee, has resigned his post and will resume political writing and reporting. His resignation is effective April 15. No successor had been named as of late Thursday. Mr. Van Devander formerly was Washington bureau chief for the *New York Post* before he joined the committee in September 1950.

EXPLAINING the newest developments in television lighting at the Century Lighting Inc. exhibit to E. C. Swaringen (c), WTAX Springfield, Ill., were Charles Shevlin (l) and Arthur H. Menkin.

CANADIAN ASSOCIATION OF BROADCASTERS

The ONUS is On US!

The burden of telling you about ourselves falls lightly on our Canadian shoulders, for we're good and proud of Canada's recent achievements.

The latest census shows that our population has increased by about 2½ millions in the last ten years: a rise of 22% to a total of over 14 millions.

This means that ever-increasing new markets are being formed at the rate of one city the size of Bridgeport, Conn. *each year!*

These new markets mean new money and more customers. Retail Sales have risen 290%, and Gross National Product 160% since the last census.

This means CASH customers for your products. In fact, for years Canada has been your best customer abroad!

Getting back to people again, most of us live within 200 miles of the U. S. border (closer to you than some of your best domestic markets); but the population is spread out along the border and only 38% lives in cities of over 30,000.

On the face of it, that may sound as though the Canadian market is hard to reach—media-wise. Not so! Radio will do the job—does the job every day:

Canada's primary entertainment is Radio and over 94% of all Canadian homes have one!

Radio is your best salesman in Canada.

"In Canada you sell 'em when you tell 'em."

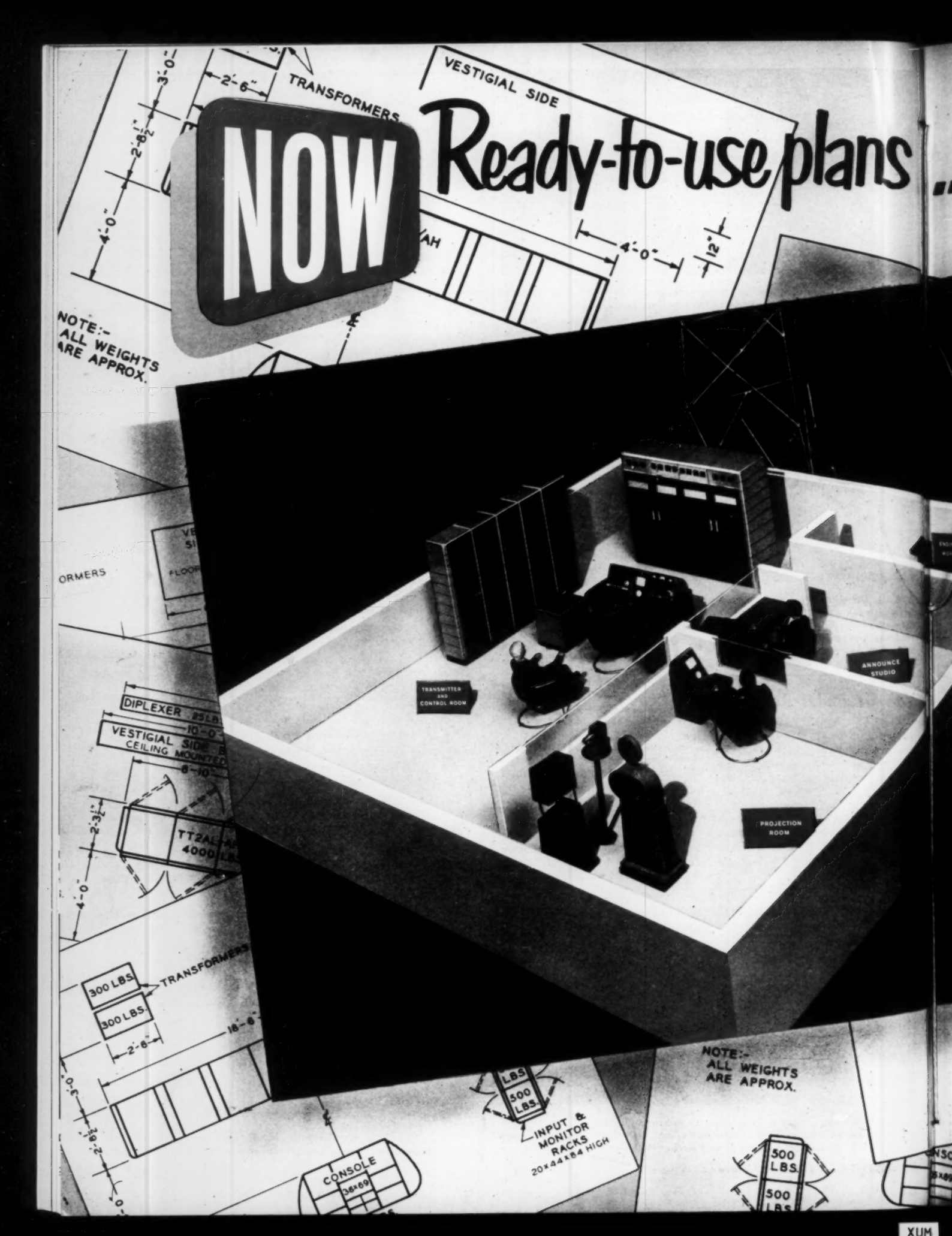
A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St., West. Toronto.

NOW Ready-to-use plans ..



s ...for any TV power up to 200 kw!*

Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)

A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.

THE drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

XUM

editorial

Compatible

LAST WEEK'S NARTB convention—marking the 30th anniversary of the trade association—was a revelation. There were no discordant notes. The association had had a good year. It has money in the bank. It parried virtually all thrusts, legislative and otherwise.

All this in another "year of decision" for radio, and on the eve of allocations designed to make provision for 2,000 more TV stations.

Harold Fellows, brought into the presidency a year ago, proved himself a broadcasters' broadcaster. He directed the business affairs of the association as he had directed a station for nearly two decades. The *esprit de corps* of the association and of its personnel has never been better.

Radio and television are living compatibly, side-by-side within the NARTB. A year ago many thought this impossible.

In its 29 years, the NAB has undergone a dozen reorganizations. As presently constituted, NARTB looks like it's here for an indefinite run.

And this proves the adage that a trade association, like government itself, is a strong as its leadership.

An Untold Story

IT WAS singularly appropriate for the NARTB convention last week to pay homage to the memory of former Senator Wallace White of Maine, who died on the eve of the Chicago convention. If it had not been for the presence of Wallace White in the House in those formative 20's, there might not have been a broadcast art as we know it today, and doubtless there would have been no 30th anniversary of NARTB.

It was Wallace White to a greater degree than any one else who was responsible for the original Radio Act of 1927, creating what was to have been a temporary Radio Commission to bring "order out of chaos." A student of communications, he was the only man in the House who had the will to tackle so complex a task. A good legislator, lawyer and statesman, Rep. White was a shy, retiring man. He feared newspaper people. The upshot was that, although he was the true author of the original law, it never carried his name. Reporters then specializing in radio gave others who talked freely, the credit for Wallace White's work.

When Wallace White transferred from House to Senate, he carried with him his interest in communications. He was largely responsible for the drafting of the Communications Act of 1934, successor to the 1927 law.

James D. Shouse, chairman of Crosley Broadcasting Corp. and vice president and director of Avco Mfg. Corp., told the story aptly to the NARTB Convention last Tuesday: Of the law, he said:

> **Those of us in broadcasting knew long before most of the rest of American business what it was to be regulated. We have been regulated by Congress since 1928, and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction.**

We agree with Mr. Shouse. The "White Bill" was a good law. The trouble came, from time to time, with its administration.

CONCERN over apparent network invasion of national spot field through acceptance of program units heretofore classified as spot, brings problem in nomenclature too. Formally, national spot is an abstraction of "national non-network." It can't be that if networks sell it as network business and at network rates. So, at NARTB session last week where there was travail over this invasion, suggestion was made that such business (if accepted even on network owned-and-operated outlets) should be classified as "national spot network."

NARTB–No Headline

A BROADCASTER stopped us in a corridor of the Conrad Hilton Hotel last week and said: "Well, it isn't much like last year's convention, is it? No big news at all."

It all depended, we suggested, on how he defined big news. If he meant news that made splashy headlines, maybe he was right. Most big headlines are reserved for negative stories, the kind that report something unhappy or uncomfortable.

But the size of a headline is not always a measurement of the quality of the story beneath. Especially this is so of the story of the NARTB convention last week. It is a story which could be misunderstood by anyone who evaluates news by the size of headlines.

Nobody dropped a bombshell, viewed with alarm, pointed an angry finger, or resigned in disgust. The convention consisted mostly of groups of businessmen, fully aware of the seriousness of the moment and of the problems facing them, intelligently trying to find solutions. This kind of behavior may not make headlines, but it does make sense.

There was a lot of difference between the atmosphere of the 1951 convention and that of the convention last week. In 1951, panic would not have been too strong a word to use in describing the reaction of the convention to the announcement of the first radio network rate cut. In 1952, though knowing that stability still had not been fully restored, the delegates were able to look upon their problems objectively.

This change in attitude was no more conspicuous than at the meeting of the Radio Affiliates, an organization which has held only two meetings in all its life. The first occurred when the network stations spontaneously banded together in a desperate effort to shore up their defenses against depreciation of rates. The second, held last week, was no less unified and occurred under no less challenging circumstances, but none of the emotionalism that obtained at the first was evident.

Panic had been replaced by sober consideration. The second attitude guarantees a greater margin of success.

What has happened in the past year is that most broadcasters have begun to think more realistically about their business.

They know they need to know more about their business, as witness the resolutions passed by the Radio Affiliates calling for better research. They know they need equally to tell others what they know and will find out, as witness the interested and large attendance at the Broadcast Advertising Bureau hard-selling session Monday afternoon.

What kind of a headline would you write to say that in radio a significant transition has been occurring? To say that broadcasters are applying a new and more mature judgment to their trade?

Whatever headline you care to write, we suggest you examine carefully the story beneath. It is one of the most encouraging stories in the history of radio.

our respects to:

MITCHELL WOLFSON

DAMON RUNYON once said of Mitchell Wolfson: "This is the man to watch in southern politics."

Since then, however, politics has become a secondary interest with Mr. Wolfson who now is regarded by many as "the man to watch in southern television."

Television is presenting the challenge of another career for Mr. Wolfson, already a successful theatre chain operator.

He is president of Wometco, which owns the Southern Radio & Television Equipment Co., licensee of WTVJ (TV) Miami. He is also president of Theatre Owners of America, which has large-screen TV problems.

WTVJ went on the air March 21, 1949, as "Florida's First Television Station." Under Mr. Wolfson's guidance, it has become a highly successful video outlet.

Mr. Wolfson feels that "TV is, in some respects, just an extension of the theatre business.

"We built our theatre chain," he said, "around the motto, 'Courtesy, Service & Entertainment.'

"Certainly, these principles apply equally well to the television medium. Not only to the viewers but also to the sponsors, advertising agencies, networks and all other facets of the business."

WTVJ, an affiliate of ABC-TV, NBC-TV, DuMont Television Network and CBS Television, has during its three years on the air built a program structure which includes some 105 network and national shows and 92 local programs weekly—all under Mr. Wolfson's guidance.

While devoting a large portion of his seemingly endless energy to television, Mr. Wolfson also has remained loyal to his first interest—motion pictures.

He has backed his faith in theatre TV with the installation of an RCA projection unit in the Wometco's Miami Beach showplace, the Caribe Theatre.

This was installed in late December, 1951, just in time for the Orange Bowl game on New Year's Day. It drew a well-satisfied, capacity crowd and further strengthened his belief in theatre TV's future.

Mr. Wolfson was born at Key West, Sept. 13, 1900. He received early schooling in Key West and, at 14, moved with his brother, William, to New York City, where he attended Erasmus Hall and Columbia U.

After his schooling was complete, young Mr. Wolfson returned to Florida and entered business as a salesman for the East Coast

(Continued on page 69)

according to SALES MANAGEMENT figures..

CITIES WITH RETAIL SALES OF $20 MILLION OR MORE DO 60% OF THE NATION'S RETAIL FOOD BUSINESS

And—KDKA reaches more of these cities than any other medium in the Pittsburgh area

If you want **results** in the tri-state Pittsburgh market-area, better make sure your advertising reaches these important cities, each with $20 million or more retail sales. The most certain, most economical way to reach them all is through KDKA. For details, check KDKA—or Free & Peters.

CHECK THE LEADING CITIES IN KDKA'S $706 MILLION FOOD MARKET

	FOOD SALES
Pittsburgh, Pa.	$711,884,000
Erie, Pa.	42,261,000
Canton, Ohio	35,756,000
Altoona, Pa.	23,738,000
Wheeling, W.Va.	17,807,000
McKeesport, Pa.	25,815,000
Warren, Ohio	17,781,000
New Castle, Pa.	16,237,000
Jamestown, N.Y.	16,219,000
Cumberland, Md.	13,791,000
Hagerstown, Md.	12,368,000
Steubenville, Ohio	13,533,000
Clarksburg, W.Va.	9,087,000
Wilkinsburg, Pa.	8,691,000
Massillon, Ohio	10,607,000
Parkersburg, W.Va.	8,618,000
Fairmont, W.Va.	8,301,000
Sharon, Pa.	9,959,000
Aliquippa, Pa.	7,936,000
Alliance, Ohio	7,448,000
Washington, Pa.	11,223,000
Morgantown, W.Va.	6,256,000
N. Kensington, Pa.	9,869,000
E. Liverpool, Ohio	8,472,000
Butler, Pa.	9,894,000
Ashtabula, Ohio	8,057,000
Uniontown, Pa.	10,449,000
Oil City, Pa.	6,924,000
Meadville, Pa.	7,902,000
Dunkirk, N.Y.	6,913,000
Bradford, Pa.	7,230,000
Beaver Falls, Pa.	8,213,000
Chambersburg, Pa.	5,431,000
Greensburg, Pa.	7,481,000
Braddock, Pa.	7,786,000
Ambridge, Pa.	9,000,000
Marietta, Ohio	5,325,000
Cambridge, Ohio	4,162,000
Warren, Pa.	5,793,000
Lewistown, Pa.	6,239,000
Connellsville, Pa.	3,259,000
Salem, Ohio	4,667,000
Indiana, Pa.	4,852,000
Du Bois, Pa.	5,175,000
Harrisonburg, Va.	2,630,000
Homestead, Pa.	7,038,000
Charleroi, Pa.	4,750,000
Kittanning, Pa.	4,707,000

TOTAL: $706,979,000 Food Sales in **KDKA's** 97-county nighttime market

KDKA

PITTSBURGH | **NBC AFFILIATE** 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
Serving 25 Million

WOWO • KEX • KYW • WBZ
WBZA • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

OHIO STATE MEET

Panel Groups Scheduled

SYMPOSIUM on "Improvement of Television Programming" highlights the advance program agenda of the 22d Institute for Education by Radio-Television to be held April 17-20 at the Deshler-Wallick Hotel, Columbus, Ohio, under auspices of Ohio State U.

The general session the morning of April 18 will feature "Closed-Circuit Theatre Television—A New Mass Medium?" Robert H. O'Brien, vice president, United Paramount Theatres, is scheduled to discuss the theatre owner's viewpoint.

In a discussion April 19 on new techniques in radio-TV news, Jim Bormann, director of news and public affairs, WCCO Minneapolis, and president of National Assn. of Radio News Directors, speaks on "Radio's Defense of People's Right to Know"; John Shelly, WHO Des Moines news manager, on "News and Special Events Coverage for Radio"; James Byron, WBAP-TV Fort Worth news director, on coverage for TV, and Charles Day, WGAR Cleveland news director, on "Public Relations Function of Radio-TV Newsroom."

Another highlight that day is a session on education through commercial radio stations chairmanned by Gordon Hawkins, program and educational director, Westinghouse Radio Stations Inc.

Participants in the TV symposium, which is slated to open the general session April 17, have not been announced. However, speakers who represent commercial and educational TV, FCC and the public have been invited.

Topics to be discussed during the Institute's sessions also include, among others, broadcasting and international understanding, broadcast problems of teacher training institutions, broadcasting in school public relations, "What's Doing in School Telecasting?", progress report on teaching with tape, radio writing and production, youth discussion broadcasts, training by television, educational TV, research, student training, government and religious broadcasting.

FCC Comr. Edward M. Webster is slated to speak the morning of April 19 on "How Has International Broadcasting Been Affected by Allocations Conferences of the Last Six Years and by the Most Recent Geneva Allocations Conference? What Lies Ahead?" His talk is part of a work-study of broadcasting to foreign countries. FCC Chairman Paul A. Walker also is scheduled to take part in a work-study panel on "Are Organized Listener Groups Really Doing an Effective Job?"

Annual Institute dinner will be held the evening of April 19 featuring a special one hour symphony program illustrating both the *Standard Hour* and the *Standard School Broadcast* presented by Standard Oil Co. of California. Dinner speaker will be "Oliver J. Dragon" of NBC-TV's *Kukla, Fran and Ollie*.

Registration will be from noon to 8:30 p.m. April 17 in the main lobby of the hotel and from 9 a.m.-8:30 p.m. during the remainder of the Institute's sessions.

When measuring up the St. Louis Market...

Remember...

KWK delivers listeners in the St. Louis area at the lowest average cost per thousand* 15 out of the 18 hours of the broadcast day!

*Based on The Pulse, Inc., Jan.-Feb., 1952; and on SRDS, Feb., 1952.

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

CHASE TAKES LEAVE

To Advise Eisenhower Group

HOWARD CHASE, public relations director for General Foods, has taken a leave of absence to serve as full time consultant to National Citizens-for - Eisenhower campaign, Paul Hoffman, advisory committee chairman, announced last week.

Mr. Chase

During past two years, Mr. Chase has served as consultant to the Secretary of Commerce, assistant to the first administrator of National Production Authority and assistant to the director of the Office of Defense Mobilization. He has taught international relations at Harvard, Radcliffe and Drake and has been an editorial writer for the *Des Moines Register & Tribune*. He still serves as a public relations committee member of the Association of National Advertisers.

front office

H. W. MAIER Jr., manager of Dallas office of John E. Pearsons Co., station representative, named account executive for both CBS Spot Radio and CBS Spot TV in southwestern states, with headquarters in Memphis.

DUNCAN R. BUCKHAM, former eastern sales manager for MBS, to DuMont Network sales staff as account executive.

JACK D. FREW, commercial manager, WJPS Evansville, Ind., to KITO San Bernardino, Calif., in similar capacity.

ROBERT N. WOLD, promotion manager, WTCN-AM-TV St. Paul-Minneapolis, to WBBM Chicago as sales service and merchandising manager.

Mr. Wold

ARNOLD BENUM, program director-promotion manager, KITO San Bernardino, Calif., placed in charge of station's Riverside studios and sales department. Succeeding him is FRED REINHARDT, station farm director.

DOUG FISHEL, assistant manager-farm director, KXO El Centro, Calif., to KGER Long Beach as account executive.

ROY MALONE, account executive of CKCK Regina, named commercial manager succeeding GIL SEABROOK, who resigned to become manager of CJIB Vernon, B. C.

POWELL ENSIGN, sales manager, Everett-McKinney Co., N. Y., elected vice president.

NATIONAL TIME SALES appointed station representative for WJET Erie, Pa.

Personals . . .

JOHN W. ROLLINS, president of WFAI Fayetteville, N. C., WJWL Georgetown, Del. and WRAD Radford, Va., elected vice president of Young Presidents Organization at March meeting in Boca Raton, Fla.

TED ARNOLD, local sales manager, WHBF-AM-TV Rock Island, Ill., elected exaulted ruler Rock Island Elks Lodge No. 980.

JOE FISHER, sales manager of WENR-TV Chicago, father of boy, March 1.

RALPH J. ROBINSON, executive vice president and general manager, WACE Chicopee-Springfield, Mass., father of girl, Mary, March 13. . . . JOHN AKERMAN, general manager of KMOX St. Louis, accepted award from Salvation Army on behalf of station's annual fund raising drive for unfortunates in the city at Christmas. Citation presented at annual dinner in St. Louis fortnight ago. . . . TED COTT, NBC vice president and general manager of WNBC and WNBT(TV) New York, awarded plaque last week for organization of Dean Martin-Jerry Lewis Telethon to benefit New York Cardiac Hospital.

KGW

THE *People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

FEE FORMULA

Canadian Court Test Seen

CANADIAN broadcasters are studying plans to court-test the ruling of the Canadian Copyright Appeal Board under which ASCAP's Canadian affiliate, Composers, Authors & Publishers Assn. of Canada (CAPAC) has been given the right to examine the books of radio stations to determine gross revenue on which their 1952 fees are based.

The Canadian Copyright Appeal Board's ruling was announced at Ottawa late March 27, last day of the annual meeting of the Canadian Assn. of Broadcasters at Toronto [B•T, March 31].

Under the new ruling, CAPAC will collect for 1952 from independent broadcasting stations 1.75% of gross revenue, which will amount to about $350,000, as compared to fees collected from these stations in 1951 amounting to $152,421. Canadian Broadcasting Corp. will pay CAPAC one cent per capita of population plus 1.75% of its gross commercial revenue. This will amount to $175,000 as compared to $152,421 in 1951. Previously the fees had been based on the number of licensed radio receiving sets at 14¢ per set, with the total divided evenly between CBC and independent stations.

Greatest increase in cost will be on the smaller independent stations, some of whose CAPAC fees will be increased tenfold. In other years under the licensed receiver formula, the major market stations had borne the bulk of the cost. The large number of small stations obtain half their revenue from non-musical programs, and Canadian stations feel that CAPAC is not entitled to revenue from such programs.

In a statement following an emergency meeting of CAB, the association stated that "the collection agency for these royalties is incorporated in Canada but is controlled abroad and is part of a gigantic international cartel of publishers. Consideration is being given by Canadian broadcasters to specific steps that might lead to litigation of this drain of Canadian dollars to foreign countries, including the decreased use of foreign music, especially that controlled in the United States."

At the Copyright Appeal Board hearings held in January, CAPAC had asked for 2.25% of gross commercial revenue and 4/5ths of a cent per capita of population. This would have brought payments from independent stations to about $562,000 for 1952. The new payments are retroactive to Jan. 1, 1952.

At the same hearings, fees were set as asked for by BMI Canada Ltd. at 2¢ per licensed receiver. Canadian broadcasters are expected to decide soon whether or not they will only play BMI Canada Ltd. music, which now has a large number of Canadian compositions on its list. They have been preparing for the current emergency by labeling all their music as under BMI, CAPAC or public domain. A number of stations are expected to start at once to use only BMI Canada Ltd. music, and will pay for CAPAC music used in the first three months of 1952 on a pro rata basis.

A test case is expected on the first request of CAPAC officials to examine any station's books.

HERE is the 1952-53 board of directors of Canadian Assn. of Broadcasters, following election at CAB annual meeting at Toronto [B•T, March 31]. Seated (l to r): Ralph Snelgrove, CKBB Barrie; Dr. Charles Houde, CKNC New Carlisle; Malcolm Neill, CFNB Fredericton, chairman; Gordon Love, CFCN Calgary; Wm. Speers, CKRC Winnipeg; standing, J. Arthur Dupont, CJAD Montreal; E. A. Rawlinson, CKBI Prince Albert; F. H. Elphicke, CKWX Vancouver, vice chairman; Finlay MacDonald, CJCH Halifax, and Henri Lepage, CHRC Quebec. Absent is Ken Soble, CHML Hamilton.

RATING STUDY

BBM to Direct in Canada

DECISION to set up an industry controlled rating organization under the Bureau of Broadcast Measurement, Toronto, was taken at a special meeting of the member stations of the Canadian Assn. of Broadcasters March 27 at Toronto.

The CAB went further than the research and development committee of BBM in its report, which recommended a research directorate be established at an annual cost of $25,000 to start to specify minimums for rating services in Canada [B•T, March 31]. Study is to be made with the Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies, which are also partners in BBM. BBM would establish a fulltime research organization for ratings, and if necessary gather the ratings itself.

The BBM surveys on coverage are recognized as authoritative in Canada, having been worked out by a body representing advertisers, agencies and broadcasters. It is expected that such a BBM-operated service will cost about $40,000 annually.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

NOW 5,000 WATTS

PRIMARY ONLY

813,896 Population
218,870 Homes
210,538 Radio Homes
$763,631,000 Total Sales

LANSING, MICHIGAN

SEE RAMBEAU

New York • Chicago • Los Angeles

IMPACT RADIO SALES, Detroit

TELEPHONE STATUS

Strike Would Complicate

NATIONAL telephone strike, a possibility if CIO Communications Workers are required to cross picket lines of installations and sales divisions of Western Electric Co., may add considerably to broadcasting headaches, it seemed late last week, but would not disrupt radio and television reception.

Western Electric workers—set to strike in 43 states today (Monday) —as well as any strike sympathizers would be replaced by non-union supervisory personnel. Although television's use of telephone lines is generally handled by network personnel and would therefore be free of stoppages during this strike, radio use of telephone facilities for remote pickups might be affected, American Telephone & Telegraph officials reported.

In that case, networks would be asked to limit their number of remotes, which would, at worst, effect programming schedules but would not cause noticeable changes as far as the radio audience is concerned. Only real concern for broadcasters last week was that if a full telephone strike lasted some months, relay equipment breakdowns might take several days to repair.

WTIC Hartford, Conn., has begun broadcasting at 6:55 a.m. Sunday instead of 7:30 a.m. News and music program fill additional time.

Three $200 Wrist Watches for the Best Answers:

How Many Square Miles Will KBIG Cover?

Simple, quick and easy! Fill in below, and mail to KBIG, your estimate of how many square miles of land KBIG will cover within its half-millivolt area. Here's some information to help you make the most accurate estimate: KBIG will focus 10,000 watts of sealed-beam power on 740 kilocycles daytime, directing it across the great salt water route to Southern California from a triple-tower antenna atop Catalina Island.

We have three beautiful $200 Chronograph wrist watches (or if you prefer, 17-jewel ladies' wrist watches)—one for each of those whose estimates come closest to the actual coverage, as determined by an independent FCC-approved consulting engineer.

Any principal or employee of advertising agencies (save our own) and advertisers may enter. Entries must be postmarked no later than May 1. Judges decision final. Winner announced within two weeks after start of broadcasting in early May. If ties, duplicate prizes awarded.

---MAIL ENTRY NOW---

KBIG C
6540 Sunset Blvd.
Hollywood 28, Calif.

My Estimate is ..... Sq. Mi.

Name .....

Company .....

Address .....

City ..... State .....

SIGNING of pact for 300 spots per week in the Detroit area for Robert Hall Clothes was announced last week. Those participating include (front row, l to r) William Wardell, CKLW Windsor-Detroit; Jerry Bess, vice president, Frank B. Sawdon Inc., agency; Lee Wailes, WJBK Detroit; back row, George Millar, WKMH Dearborn-Detroit; H. Y. Levinson, WCAR Pontiac, and Harold Christian, WXYZ Detroit.

CONTROLS

Legislation Marks Time As Steel Strike Pends

CONGRESSIONAL consideration of economic controls reached an impasse on Capitol Hill last week as Senate and House committees marked time on the Capehart cost allowance formula and other unfinished business.

Deliberations on extension of the Defense Production Act beyond next June 30 were sidetracked because of the sudden resignation of Charles E. Wilson as defense mobilizer (see story page 72) and the threatened industry-wide steel strike.

The Senate Banking & Currency Committee has concluded hearings and plans to go into executive session this Wednesday, scheduling study of the Capehart advertising formula and other provisions of the controls law. Chairman Burnet Maybank (D-S. C.) hopes to report out a bill by this weekend.

The House Banking Committee, under Rep. Brent Spence (D-Ky.), has postponed hearings until after the House Easter recess, slated to end April 21. Mr. Wilson originally was scheduled as leadoff witness.

An atmosphere of pessimism has pervaded both committee quarters as a result of the steel strike, set for this Wednesday. There are predictions that continuance of wage-price controls would make economic control extension difficult. Consensus now is that the production act will be renewed for another year, as voted unanimously by the committee, rather than for two years as sought by the administration.

Cost-Allowance Formula

Fate of the cost-allowance formula, authored by Sen. Homer E. Capehart (R-Ind.) as a method of permitting manufacturers to compute advertising, selling, administration and research costs, still hangs in the balance. Sen. Capehart has shown no willingness to fight for retention of this amendment.

The Republican Senator was active, however, in attempts to ease credit restrictions for radio-TV buyers. His bid was beaten down in committee by a 7-6 margin. Sen. Capehart originally suggested abolition of Regulation W and later proposed terms calling for 10% down and 24 months to pay on set purchases. Current terms call for 15% down and 18 months maturity.

Price Stabilizer Ellis Arnall has advised the Senate group that ceiling price boosts resulting from the Capehart cost amendment totaled $806.2 million as of March 14. Increases from appliances and equipment alone (radio-TV receivers, etc.) amounted to $46,793,200 of all consumer goods price hikes over normal ceilings. Over 1,000 applications were filed for these benefits, Mr. Arnall reported.

Manufacturers have been permitted to apply for these benefits on the basis of costs accrued from the start of the Korean war to July 26, 1951, the cutoff date.

The committee, in unanimously voting extension, rejected, 9-4, a Capehart proposal for a nine-month extension.

Two Developments Involved

Meanwhile, there are two collateral developments involving Capehart ceiling price adjustments and manufacturers' warranties, hinging on actions taken by the Office of Price Stabilization.

OPS has authorized manufacturers who produce replacement parts—and who already have computed cost adjustments under the Capehart plan—to apply for adjustments on those parts. These firms are covered by general ceiling price regulations (CPR 22).

The agency also notified manufacturers they must obtain express permission before jumping ceiling prices on the basis of long-term warranties. Customary warranties are one year. OPS said it was informed that some manufacturers are violating regulations by offering two, three and five-year warranties at new low prices without applying for approval. While technically applicable to set makers, the order is aimed at air conditioning and refrigerator producers.

Authorities said they knew of such practices in the radio-TV set industry, for which tailored regulations are still under study at OPS. OPS is surveying manufacturers on warranties, model types of receivers, selling prices and other aspects.

While set manufacturers and makers of phonograph records and record players technically are bound by control laws, a substantial number have been selling their products below ceiling prices to meet competition in the industry.

TEST AUTHORITY

FCC Claims Legal Right

ALTHOUGH WHIL Medford, Mass., has applied to change from 1540 kc to 1430 kc—which would eliminate its conflict with WMEX Boston—principle of the legality of FCC program test authorizations is still being argued in U. S. Court of Appeals in Washington [B•T, March 17, 3; Feb. 18].

FCC last week replied to WMEX petition that the Commission should withdraw program authority it granted WHIL [B•T, March 3]. The Commission claimed that it has the proper legal right to issue program test grants and that WMEX's argument that such authority is illegal has no foundation.

In answer to WMEX's argument that, since the Commission accepted proof that overlap of both stations' 25 mv/m contours existed (WMEX is on 1510 kc) program authority of WHIL should be revoked, the FCC stated that it felt the public interest required that the status quo be maintained until the issues were decided at the scheduled WHIL license hearings. These hearings were scheduled for today (April 7) but were postponed when WHIL applied to change its frequency.

Oral arguments on the questions are due to be heard by the Court of Appeals in the near future.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask

JOS. WEED & CO.,
350 Madison Ave., New York

About the
Maritimes Busiest Station

5000 WATTS — NOW!

Query to Stalin

PREMIER Josef Stalin's statements about the imminence of a third world war—widely quoted last week and attributed to "a newsman's questions" — were prompted by radioman Ronald B. Woodyard of WONE, Mutual affiliate in Dayton. As president and general manager of WONE, Mr. Woodyard was touring Europe with 40 other newspaper and radio editors, a group which had sought permission by wire from Istanbul to interview the Russian premier. At Mr. Woodyard's suggestion, they also wired four questions from Rome, thereby cueing the official Soviet release.

FRED GRIMWOOD

Gates Sales Mgr. Dies

FRED GRIMWOOD, 42, vice president and sales manager of the Gates Radio Co., Quincy, Ill., died Tuesday.

Mr. Grimwood

Mr. Grimwood had been in Laurel, Miss., arranging for inspection and final shipment of military equipment. He became ill when returning and was hospitalized immediately upon his return to Quincy.

A consulting engineer, Mr. Grimwood went to Gates 10 years ago in the post of chief engineer. In 1946, he was made sales manager, then later the same year was elected a director and vice president.

Mr. Grimwood was a native of Terre Haute, Ind. He leaves his wife, Shirley Cleo, and his parents.

KGW HONORS CITIES

Gains Local Acceptance

CAMPAIGN of KGW Portland, Ore., to promote 13 communities in its area in a series of advertisements is gaining wide acceptance among local merchants, according to H Quenton Cox, station manager.

First community so honored—Gresham—actively participated in the promotion with the mayor and city council proclaiming "KGW Days" for a two week period. Additionally, members of leading civic groups joined in broadcasts from Gresham saluting the city and KGW. Stores used window displays and street banners flew the legend, "KGW Comes to Gresham." The advertisements, which also appear in BROADCASTING • TELECASTING, will continue through the year with possibly additional "honor" series pointing up various Portland suburbs and Oregon cities.

DR. L. W. CHUBB

Radio Scientist Dies

DR. LEWIS WARRINGTON CHUBB, 69, director emeritus of Westinghouse Research Labs., died Wednesday at his home in Wilkinsburg, suburb of Pittsburgh.

A world-renowned scientist, Dr. Chubb served Westinghouse 42 years, spending the last 20 as research director. He retired in September 1948.

During his two-score years of service, Dr. Chubb helped develop commercial radio broadcasting for the pioneer station, KDKA Pittsburgh.

In 1920, he was chosen to guide Westinghouse radio activities.

"At that time," he recalled later, "we were unable to envision the real future to radio. The state of the art indicated that there might be a few million dollars worth of business before market saturation, as radio seemed applicable only to emergency use at sea, ship-to-shore service and for telephonic communications where wires could not be used."

Among other affiliations, he was a member of the Institute of Radio Engineers.

Surviving are his wife, the former Mrs. Ora Lee McGregor of Pittsburgh; three sons, and four brothers.

ARMED FORCES DAY

Promotion Kits Are Issued

KITS containing suggested material for observance of Armed Forces Day May 17 are being mailed to radio and television stations, Charles Dillon, chief of the Radio-TV Branch, Dept. of Defense, announced last week.

In addition, the Office of Public Information is mapping plans with individual radio and video networks for paying tribute to the services, Mr. Dillon said. Information also is available from information officers at all military installations who will offer their assistance to local station managers.

Radio folders will include a 15-minute script, statements from top defense authorities and background materials. A slide and 20-second film trailer is being sent to TV stations.

Foster May

FOSTER MAY, 46, former WOW Omaha radio newscaster and commentator and Nebraska political figure, died March 31 in San Diego, Calif., after a lengthy illness. With WOW for many years, Mr. May's specialty was man-on-the-street interviews. He ran on the Democratic ticket for U.S. Senator from Nebraska in 1942 and was a candidate for Nebraska secretary of state in 1950. He served on the Omaha *Bee-News* before entering radio. Survivors are his wife, two daughters and his parents.

WRBL delivers 18.7% MORE COVERAGE than ALL OTHER media in Columbus' 26 county trading area. This booming market with a population of 600,161 spent $310,780,000 in 1950 . . . and Columbus shows sales increases in every category for 1951. To get your share of the business at the lowest cost per thousand, there is only ONE BUY—the Champ of Columbus—WRBL, the station for audience, coverage and merchandising support.

GUEDEL, CBS

Sign Five-Year Contract

IN A deal unprecedented in radio-television, John Guedel Radio Productions and CBS have signed a five-year contract involving more than $30 million in time and talent for the first half-hour daytime strip, coast-to-coast commercial "adjacentcast" emanating from Hollywood.

Starting Sept. 1, Art Linkletter's *House Party*, packaged by Mr. Guedel's firm, will be telecast live to the full CBS-TV network, with a radio version taped at same time and released to CBS Radio immediately following. Show will originate from the Earl Carroll Theatre.

Arrangement, pioneered by Guedel Radio Productions, in producing *You Bet Your Life*, radio and TV shows with Groucho Marx, gives the advertiser complete coverage in all markets via both media with sponsor paying only TV production costs. Pillsbury Mills and Lever Bros. will split the cost under the new *House Party* arrangement, with program continuing through summer on CBS Radio.

Change in billings starts May 5, with program going to full half hour June 1.

Deal gives Mr. Linkletter six half-hours weekly on radio (including NBC *People Are Funny*) and five half hours on TV.

air-casters

DR. ROY K. MARSHALL, educational director, WFIL Philadelphia, presented first annual award of achievement by Fathers Assn. of Strawbridge School, Westmont, N. J., for popularizing scientific subjects on TV.

MANNY WRIGHT, WFMW Madisonville, Ky., to KTLW Texas City, Tex., as program director.

Mr. Wright

CLARENCE ELIASON Jr., personnel director Gunther Brewing Co., Baltimore, to CBS Hollywood in similar capacity.

TED LLOYD, announcer and radio actor, joins announcing staff of WOAI-AM-TV San Antonio, Tex.

BILL GRIBBEN joins announcing staff of WSB Atlanta.

BOB JONES, news director at WHHM Memphis, Tenn., appointed program director replacing **JACK BROOKS** who resigned because of illness.

STU WILSON, moderator ABC radio *Hollywood Flying Feet* and announcer KLAC-TV *Leo Carillo Dude Ranch Varieties*, adds daytime duties with KBIG Avalon, Calif. as producer, manager and director of special events effective May 1.

ROBERT E. LEE promoted to program operations supervisor at WAAM (TV) Baltimore, replacing **HARRIETT GEORGE** who joins Red Cross as coordinator of recreation activities in military hospitals.

PAUL LUTHER, WLWT (TV) Cincinnati, to WWJ-TV Detroit, as m.c. of daily *Open House* replacing **TED JOHNSON** who resigns because of other TV commitments.

Mr. Luther

ROBERT S. KELLER Inc., N. Y., named national sales promotion representative for WDVA Danville, Virginia.

JOHN MERRIFIELD, WWJ Detroit farm director, awarded Honorary State Farmer degree by Michigan Assn. of Future Farmers of America.

KIT FOX, director of special broadcast services, WLW Cincinnati, chosen candidate for "Advertising Woman of the Year" award by Cincinnati Advertising Club.

BOB RIERSON, assistant program director, WBT Charlotte, N. C., named director of radio there.

TEX WILLIAMS, western singing star of NBC radio *Round-Up Time* and *Western Songs and Music*, received Presidential award from Goodwill Industries of America Inc. for service in providing entertainment for handicapped.

DOROTHY MacFARLAND and **DON DAVENPORT**, both of WXYZ Detroit, will be married Sept. 6.

WALLACE G. RAY, assistant manager of KBLF Red Bluff, Calif., to KNBC San Francisco as announcer.

PETER JAMIERSON to WTTG (TV) Washington on announcing staff.

GERALD A. PIERCE, production chief, WIBU and WWCF (FM) Poynette, Wis., to KRES St. Joseph, Mo., as program director.

ALLAN CURTIS, WFGM Fitchburg, Mass., to WWNH Rochester, N. Y., as announcer-disc jockey.

RUTH ANNE FLAHERTY, WTOP-TV Washington, to WMAL-TV that city, for daily show, *Miss Ruth Anne's Kindergarten*.

CHUCK CECIL, staff announcer, KARM Fresno, Calif., to KFI Los Angeles in similar capacity.

TOM CARY, KFNF Shenandoah, Iowa, to announcing staff of KMTV (TV) Omaha, Neb.

BLAINE HANKS, announcer, KMCM McMinnville, Ore., to KOIN Portland, in same capacity.

SIDNEY NADLER, film editor, WOR-TV New York, to WXEL (TV) Cleveland in similar capacity.

GAIL POTTER, director of speech and drama, Southern College, Lakeland, Fla., to WFLA Tampa, Fla., as director of education and public service.

Miss Potter

W. T. McCLARIN, promotion and merchandising manager, KVOO Tulsa, Okla., elected president of Tulsa Optimist Club effective in June.

MARTIN BLOCK, WNEW New York disc jockey, to write monthly column in *Redbook* magazine commencing with April issue.

EARL L. DAHLSTROM, program director at KLIX Twin Falls, Ida., assumes similar duties at KRJF Miles City, Mont.

DON L. PIERCE, program director, WRRF Washington, N. C., re-elected to board of directors of Washington Junior Chamber of Commerce.

FRED HUCKMAN and **HUGH JARRETT** to WESC Greenville, S. C., on announcing staff.

CARL ZIMMERMAN, announcer, WSYR Syracuse, father of girl, Terry, March 27.

DON CLARK, director CBS Radio *Stars Over Hollywood*, father of girl, March 24.

News . . .

GEORGE SKINNER, WPTZ (TV) Philadelphia, appointed station's news editor.

PAUL LIGGITT, newscaster and director of special events, WHBF Rock Island, Ill., father of girl, Anne Christie, March 8.

MICHAEL HINN, news staff, KFI and KHJ-TV Los Angeles, to Liberty Broadcasting System, Dallas, Tex., as news editor and commentator.

MILO TOWNES, news editor, WAND Canton, Ohio, to WSRS Cleveland news staff.

Mr. Townes

BARBARA WILLIAMS joins news staff of WHAS Louisville, Ky.

CHARLES NORWOOD, WTHT Hartford, Conn., to WNHC-TV New Haven as newscaster.

ROY NEAL, news editor-producer, WPTZ (TV) Philadelphia, to NBC-TV Western Division as news director.

ATOM COVERAGE

More Reporters Allowed

ATOMIC Energy Commission is permitting 30 additional radio-TV news people to the contingent of broadcast network personnel already signed to cover the atomic explosion test in Las Vegas, Nev., set sometime after April 19.

AEC announced its plan last Monday in answer to a protest by the Radio Correspondents Assn. in Washington, D. C. The association's president, Hollis M. Seavey (MBS), and Bill Shadel, CBS, met with Charter Heslep, chief of AEC's radio-visual branch March 28.

The correspondents noted in their letter that "with a special event of this magnitude in prospect, it is reasonable to suppose that correspondents from stations throughout the country will want to report the story first-hand for their respective audiences." Deadline for radio-TV newsmen interested in taking part in the coverage was today (April 7). Contact was Mr. Heslep, AEC, Washington, D. C.

ALASKAN RADIO

Four Advertisers Buy Time

SERIES of newscasts, spot announcements and station breaks have been bought by four U. S. stateside advertisers on two Alaskan radio stations operated by the Midnight Sun Broadcasting Co.—KFAR Fairbanks and KENI Anchorage—Gilbert A. Wellington, Midnight national advertising manager, announced March 28.

Procter & Gamble will sponsor 52-week spot campaign over both stations to advertise Spic 'n' Span. Agency is the Biow Co., New York. Newscasts will be sponsored by Lang & Co., Seattle, for its Gold Shield coffee. Pacific National, same city, handles account.

Station breaks were bought for 52 weeks by Avcset Co., San Francisco, for its Avoset and Qwip. Agency is Harrington-Richards, same city. Rounding out two-station schedule is J. A. Folger & Co., which purchased 26 weeks of announcements for its Folger coffee. Raymond R. Morgan, Hollywood, is agency.

RECRUITING

Media Monies Asked

MILITARY recruiting authorities have been assured by a Congressional subcommittee that $1,050,000 sought for radio, TV and other advertising after July 1 is a "reasonable amount" and will receive favorable consideration.

Officials of the Military Personnel Procurement Service testified before a House Appropriation Army subcommittee March 26 on the Army Air Force recruitment advertising budget for fiscal 1953. Subcommittee, headed by Rep. Robert L. F. Sikes (D-Fla.), has not made its recommendations yet.

Despite this favorable development, there were no indications that Congress would lift its current freeze on current '52 monies. Additionally, about $170,000 of an estimated $900,000 remains unexpended from fiscal 1951 budget. From $530,000 to $550,000 was allocated prior to March 1 for an interim advertising campaign involving a spot campaign on some 500 Keystone Broadcasting System stations and 13 other 50 kw outlets [B•T, March 17, February 11].

The controversial '52 ban was not discussed during the brief session on Capitol Hill. Recruiting officials are thus confused over their next moves in the advertising hassle, prompted by Congressional criticism which resulted in withdrawal of network programs. Thus far, no action has been taken to lift '52 prohibition on $2.1 million for national advertising.

Before the recruiting picture clears, these steps must be taken:

(1) Authority must be obtained, first for MPPS to spend the $170,000 still unexpended from fiscal '51 funds. The current interim campaign expires July 1. Radio-TV has a stake in this sum, though its share has not been worked out. About $200,000 was spent on network shows dropped last fall.

(2) Congress must rescind Amendment 8 of the 1952 Military Appropriations Act unfreezing the $2 million-plus now tied up. Again, broadcasters' allocation hinges on this eventuality. Report that repeal would be sought in the form of a deficiency bill has not materialized yet. MPPS authorities hope for action by May 1.

Congressional Approval

(3) Congress must approve the '53 bill. Recommendations of the subcommittee will be forwarded to the full House Appropriations Committee, sent to the House floor, be taken up by a Senate subcommittee and be voted on by the Senate.

The Senate subcommittee is headed by Sen. Joseph C. O'Mahoney (D-Wyo.), under whose leadership the ban was imposed. The Senator is expected to participate in decisions involving the Pentagon's request for lifting the prohibition on the $170,000 and $2.1 million. Permission to spend the $550,000 out of '51 expenditures reportedly stemmed from conferences between Sen. O'Mahoney and Anna Rosenberg, Defense Dept. manpower specialist.

NARTB has requested a breakdown of all monies spent on radio-video since July 1, 1951. Radio is allotted about 18% of current monies and 46% of all funds spent since that date. MPPS authorities plan to submit the breakdown to NARTB President Harold E. Fellows.

Appearing for the recruiting program before the subcommittee were Brig. Gen. Omar Niergarth, MPPS chief; Col. James Banville, deputy chief, and Col. William Berkeley, publicity branch director. They spoke on behalf of voluntary recruiting, induction center and other activities.

These officials asked the subcommittee for a free rein to use '53 funds in a manner best suited to personnel needs, with directionalized allocations for radio, television and other media. Because of Congressional protests, plans now envision spot announcements rather than network productions.

CHARLES MICHELSON Inc., N. Y., transcription concern, will handle U. S. release of *The Happy Gang*, daytime musical-variety show carried on Canadian Broadcasting Corp. network by Colgate and Quaker Oats.

AD COUNCIL POSTS

Witting, Trammell Named

CHRIS J. WITTING, director and general manager of the DuMont Television Network, was named to represent the broadcasting industry as one of four new directors elected to the Advertising Council last week [B•T, March 31].

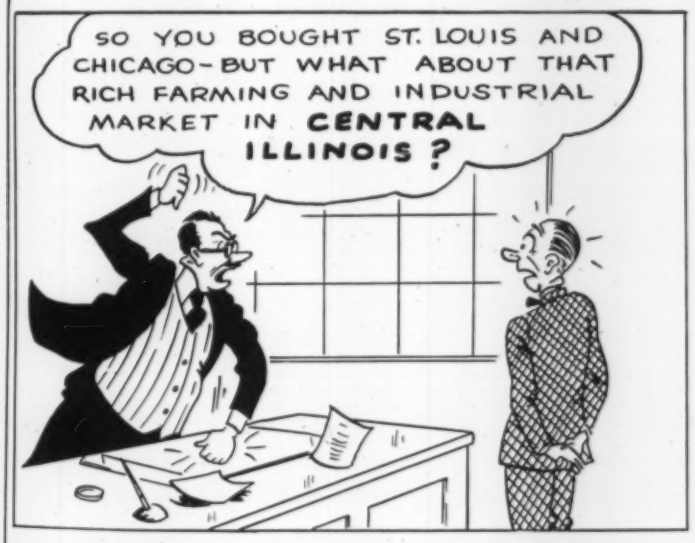
Simultaneously, Niles Trammell, chairman of the NBC board, was elected a director-at-large, with Fairfax M. Cone, president of Foot, Cone & Belding and former chairman of the Advertising Council board, and William G. Chandler, president of Scripps-Howard Supply Co., similarly designated.

Besides Mr. Witting, the new directors are Harry F. Byrd Jr., publisher of two Virginia papers, and Bennett H. Fishler, New Jersey editor and publisher, both to represent the newspaper industry, and Richard E. Deems, general advertising manager of Hearst Magazines, magazine industry representative on the Advertising Council board.

Theodore S. Repplier was re-elected president of the public service advertising organization, and Allan M. Wilson and George P. Ludlam were again named vice presidents.

KMPC Hollywood has banned Capitol Records' release of *Try* by Stan Freeberg, the voice of Cecil on KTLA (TV) *Time for Beany*.

TIME BUYING FOR '52 . . . by WSOY and WTAX



YOU WERE RIGHT BOSS — I FOUND THE ANSWER WITH WTAX IN SPRINGFIELD AND WSOY IN DECATUR! THESE TWO STATIONS DOMINATE THE RICH MARKET THAT BOTH CHICAGO AND ST. LOUIS MISS!

NOTE: The largest market in Illinois outside of Chicago is covered by WTAX and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of $179,602,000.00 each year. The net farm annual income is $457,403,000.00—$9,016.00 income per farm family, OVER TWICE the national average.—$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U.S.

WTAX
AM and FM
CBS AFFILIATE
SPRINGFIELD

WSOY
AM and FM
CBS AFFILIATE
DECATUR

WEED & CO., National Representatives

'AMERICA'S HOUR'

ADVERTISING is taking up the cudgels on behalf of a campaign to recharge civilian and military morale and drive across the validity of America's fighting cause in this election year.

Progenitor of the idea is Col. E. M. Kirby, chief, Radio-TV Branch, Dept. of Army, who envisions "an antiphonal America's Hour . . . which radio with the leadership of The Advertising Council can bring to ears hoping to hear, and soon."

Col. Kirby appropriately broached the plan with Theodore Repplier, council president, at the annual Voice of Democracy contest luncheon last February. Actually, the Army radio-TV information chief had been toying with the idea since last fall when he conceived the notion of an *America's Hour* on radio [CLOSED CIRCUIT, Sept. 3, 1951].

Using simple good old-fashioned patriotism as the theme—against a "cross-fire of political battle and controversial charges" traditional in a Presidential election year—Col. Kirby has called on the broadcasting and advertising industries to approach this "two-way street" of civilian and military morale.

Already, promises of cooperation have been given fortuitously by The Advertising Council, American Assn. of Advertising Agencies, the Advertising Assn. of the West, the Assn. of National Advertisers and such organizations as the Coca-Cola Co., as well as NARTB.

Mr. Repplier has contacted Paul W. West, ANA president, and Frederic R. Gamble, AAAA president, on behalf of the Kirby proposal. The results have been gratifying.

Mr. Repplier advised Mr. West that the Army radio-TV chief has posed a "very real problem," one which concerns every citizen. He suggested the Kirby letter be circulated among ANA members. "For example, there may well be opportunities on many radio shows to introduce a spot which reminds people that there are men in American uniforms around the world protecting our right to sit home in an easy chair before a radio or television set," Mr. Repplier explained.

Another possibility, he felt, is the use of film from Korea on some shows, with the announcer reminding viewers "that we have a lot of boys in uniform doing a lot of unpleasant jobs." The boys, seeing such evidence in these shows overseas, "will feel much less like forgotten men," he added.

Mr. Repplier advised Mr. Gamble that while advertisers are the "controlling factor" in lending assistance, "certainly there are ways in which some of the agencies might help." He urged the proposal be circulated through the AAAA's. Mr. Gamble thought the idea "splendid" but suggested distribution through the ad council.

Others Interested

In point of concrete results, Robert C. Coleson, Pacific Coast representative of the Advertising Council, conferred with Neil Reagan, president of the AAW, who in turn asked 42 member ad clubs in 11 western states to publicize the plan at their luncheon sessions. In addition, Art Linkletter promised to push the idea in his network shows, Mr. Coleson reported.

Mr. West expressed interest in the proposal and promised "we will do everything we can" upon his return from the ANA convention in Hot Springs, Va., held last month [B•T, March 24].

Similar interest was conveyed by Felix W. Coste, vice president of the Coca-Cola Co. He suggested the overall project be under-written by the Advertising Council which "could do the job most effectively."

Part of the broadcast work in which Col. Kirby has continued to pioneer is reflected in the TV series, the *Big Picture*, which has expanded to some 83 TV outlets. Stations carrying the series have been given certificates and the programs enter a second phase today (April 7) [B•T, March 31].

In the letter he circulated to Mr. Repplier and others, Col. Kirby noted that "it is obvious the 'military' is caught in the increasing cross-fire of political battle and controversial charges." He termed it a "specific democratic luxury for which the military are at defense stations throughout the world today," and quoted a recent Gallup poll in which almost 60% felt the Korean action was "unnecessary."

He continued:

Somewhere a voice in the wilderness of electronic sound is needed: a voice with not political overtones, but a voice from and to the center of main street *America* that makes a man with a rifle in Korea feel that he *is* needed there, his family proud to have sent him there, and his country continuously anxious as to his whereabouts, aware of his accomplishments, his wants, and his desires. This is that two-way street we were talking about. . . .

"No one can have all the answers for radio and the Advertising Council, but it seems sure it's more than a spot announcement campaign" and news analyses, Col. Kirby said. Using fragmentary sketches as examples Col. Kirby concluded: "It's the sound of all these things, all these people, all the services, all America. . . ."

Kirby Plan Aid Promised

IT'S homecoming for Ma Perkins and "Shuffles" Shober (Virginia Payne and Charles Egelston) in Cincinnati where the two took part in WLW's 30th anniversary luncheon. L to r: Mr. Egelston; Miss Payne, and William Ramsey, Procter & Gamble's radio director. The two performers, natives of Greater Cincinnati, have starred in the *Ma Perkins* radio series more than 18 years. Show started on WLW.

RIAS EXPANDS SCHEDULE

Now on 24-Hour Basis

IN A BID to counteract all-night programming of a communist radio network in Germany, the American radio station (RIAS) in Berlin has inaugurated around-the-clock operation with addition of two extra hours, the Dept. of State has announced.

RIAS has activated a transmitter at Hof, Bavaria, and fanned out its 22-hour daily schedule through the 3-5 a.m. period, it was explained. Five-minute newscasts are aired during the extra hours. The Hof transmitter will complement RIAS shortwave and wired transmitting facilities in a move to offset programming of a five-station Soviet-zone communist network. Service is aimed at listeners in Berlin and the Soviet zone.

AIR FORCE FUNDS

Electronics Projects Asked

FUNDS for electronics—for major procurement including Air National Guard equipment and research and development projects — are contained in an Air Force appropriations bill studied by the House Appropriations Committee.

Air Force officials told an appropriations subcommittee, headed by Rep. George H. Mahon (D-Tex.), that the electronics program calls for monies for research and development, testing of airborne and ground radio, and radar equipment for piloted and pilotless aircraft.

Included in the Air Force budget are a request for laboratory funds ($14.1 million-plus), travel costs ($804,000), and research and development ($2.2 million-plus).

Sum of $3.2 million-plus is sought for the Air National Guard, covering such items as "major radio, radar, telephone and communications center equipment" with test equipment. Fiscal 1953 estimate for UHF communications equipment is $39.8 million.

An estimate which placed average cost-per-pound of airborne electronics items or similar components at $46 and average cost-per-pound of ground electronics or communications systems at $6, was revealed during the hearings.

The Air Force also requested $48.4 million for procurement of "on-base communications" equipment. These include radio relay, facsimile, and other services not provided under authorized allowances.

DEFENSE OPI

House Group Orders Slash

CONTINUING its attack on Pentagon "publicity" operations, the House Appropriations Committee last Thursday ordered the Dept. of Defense to slash its Washington public information force by over 75%. The group took this action in reporting out the department's 1953 appropriations bill, which the lower chamber will take up today (Monday).

There was no immediate indication as to how the reduction would affect media operation of each service or the Office of Public Information's Radio-TV Branch, should the House and Senate sustain the action. Also directed was a 50% cut in staffs of each service. The committee recommended sum of $312,500 for all OPI activities.

The Air Force may drop two public service radio programs as the result of reduction in similar personnel directed by Secretary Thomas Finletter [B•T, March 31].

The BIGGEST rural and small town AUDIENCE in Mid-America

More rural and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it *best* with KCMO.

KCMO

50,000 WATTS • 810 KC.
125 E. 31st St., Kansas City, Mo.
or THE KATZ AGENCY

PULSE TOP 10
Months Are Compared

TOP TEN network radio programs, comparing Jan.-Feb. multi-market ratings with those of Nov.-Dec., have been released by Pulse Inc. Listing shows evening, Monday-Friday daytime, and Saturday and Sunday daytime ratings as follows:

Evening

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Jack Benny (CBS)	11.8	11.4
Lux Theatre (CBS)	9.9	10.3
Bergen-McCarthy (CBS)	9.7	10.2
Amos 'n' Andy (CBS)	8.9	9.1
Bob Hope (NBC)	7.6	7.6
You Bet Your Life (NBC)	7.6	7.7
Dragnet (NBC)	7.5	..
Godfrey's Talent Scouts (CBS)	7.5	7.7
Winchell, Alsop (ABC)	7.4	9.1
Fibber McGee & Molly (NBC)	7.3	..

Monday-Friday Daytime

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Arthur Godfrey (CBS)	9.3	9.2
Helen Trent (CBS)	7.9	7.7
Our Gal Sunday (CBS)	7.8	7.7
Ma Perkins (CBS)	7.7	7.3
Big Sister (CBS)	7.6	7.3
Wendy Warren (CBS)	7.6	7.5
Aunt Jenny (CBS)	7.5	7.7
Grand Slam (CBS)	7.3	7.4
The Guiding Light (CBS)	7.1	..
Young Dr. Malone (CBS)	7.1	6.8

Saturday & Sunday Daytime

	Program Average Rating	
	Jan.-Feb.	Nov.-Dec.
Theatre of Today (CBS)	5.5	5.5
Grand Central Station (CBS)	5.3	5.4
The Shadow (MBS)	5.2	5.0
Stars Over Hollywood (CBS)	5.2	5.7
True Detective Mysteries (MBS)	5.1	5.1
City Hospital (CBS)	4.9	4.5
Give and Take (CBS)	4.6	4.8
Let's Pretend (CBS)	4.5	4.6
Whitehall 1212 (NBC)	4.5	..
Martin Kane (NBC)	4.4	4.0

Amer. Tobacco Sales

BOTH unit sales and dollar sales of American Tobacco Co. for the first two months of 1952 were well ahead of those for the corresponding period last year, Paul M. Hahn, company president, reported to stockholders at their annual meeting April 2, in Flemington, N. J. All directors were re-elected.

William J. Staab

WILLIAM J. STAAB, 53, media manager for Fuller & Smith & Ross, advertising agency, died Wednesday in Cleveland. Considered dean of Cleveland advertising media directors in years of service, Mr. Staab started with the firm 39 years ago as office boy.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS
$10. or $2. ea.
Order C.O.D. Today While Supply Lasts
Charles Michelson, Inc.
15 West 47th St., N. Y. 36

BAB Roundup

Continued from page 27)

excellent progress recorded during the past six months.

John F. Patt becomes chairman of the Finance Commitee.

Attending were: Kenyon Brown, KWFT Wichita Falls, Tex.; Gene Cagle, KFJZ Fort Worth; Charles C. Caley, WMBD Peoria; Martin B. Campbell, WFAA Dallas; Joseph Baudino, representing Walter Evans, of Westinghouse, Baltimore; Simon Goldman, WJTN Jamestown, N. Y.; George Hatch, KALL Salt Lake City; Louis Hausman, CBS New York; Edgar Kobak, WTWA Thomson, Ga.; William McGrath, WHDH Boston; John Meagher, KYSM Mankato, Minn.; Adrian Murphy, CBS New York; John Patt, WGAR Cleveland; H. Preston Peters, Free and Peters, New York; William B. Quarton, WMT Cedar Rapids, Iowa; Theodore Streibert, WOR New York; Robert D. Swezey, WDSU New Orleans; Don Thornburgh, WCAU Philadelphia; Frank White, Mutual, New York; Allen Woodall, WDAK Columbus, Ga.; William B. Ryan, president BAB Inc.

Excused were: William Beaton, KWKW Pasadena; Robert Dunville, WLW Cincinnati; Eugene Katz, Katz Agency, New York; Robert Kintner, ABC New York; Arch Morton, KJR Seattle; George B. Storer, Fort Industry, Birmingham, Mich.; Niles Trammell, NBC New York; Frederic W. Ziv, Frederic W. Ziv Co., New York.

BAB STRENGTH
Told by President Ryan

MEMBERSHIP of Broadcast Advertising Bureau totals 572 stations, four networks and a group of associates, BAB President William B. Ryan announced at the conclusion of the NARTB Chicago Convention.

This provides BAB with a $563,000 budget as a new fiscal year starts, compared to $340,000 in the past year.

Complete separation of BAB from NARTB April 1 left the sales agency without the 30% share of NARTB dues many members of that association had made available. Operating independently, BAB now charges half the highest hourly rate per month.

During the convention, BAB signed 125 station members, Mr. Ryan said. At its peak period under the NARTB dues-sharing plan, BAB had reached a March total of about 970 station members. Some of these were lost through NARTB member default, according to BAB.

Recruiting Is Under Way

Membership recruiting has started under a committee of BAB state chairmen. These chairmen will make station contacts before BAB's 42 area sales clinics open starting in mid-April. Only BAB members are eligible to attend the clinics.

"We're delighted to find that we can now proceed with our plans for an even stronger and more aggressive sales organization during the coming year," Mr. Ryan said. Station reaction during this convention was such that we fully expect to hit the $600,000 budget mark within a comparatively short time.

"As a result, we are proceeding immediately with our plans for the establishment of a Chicago office, to be headed by someone well versed in the fields of sales and promotion. We also plan to immediately strengthen sales, promotion and research staffs at BAB's New York headquarters."

'POLITICAL' ADS
'Institutional' Tag Hit

BARB at institutional advertising used for "political" purposes was thrown in the Senate last Tuesday by Sen. Hubert H. Humphrey (D-Minn.).

Sen. Humphrey said he was criticizing an "abuse" of institutional advertising—"I refer to the growing practice of institutional advertising for political purposes being used as a tax deductible business expense."

The attack by the Minnesota Democrat brings to the fore a criticism that has been heard off and on both in the Senate Finance Committee during hearings on tax measures and in Congressional chambers.

Policy now being followed by the Treasury Dept. and the Internal Revenue Bureau is to permit institutional advertising as a deductible tax expense providing the amount spent is "reasonable" in comparison with what the individual firm has spent previously.

Cites Newspaper Ads

Sen. Humphrey said that what set off his attack were two full-page advertisements appearing in a Washington paper that morning, one by McGraw-Hill Publishing Co. on wages and prices, another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

Both of these advertisements, according to the Senator, had nothing to do with the actual product of these two firms.

I desire to make it perfectly clear that I am not opposing any right of a corporation or of any person to expound political views. I respect that right regardless of whether I agree with the point of view expressed. What I am saying is that it is not a legitimate business expense. It has nothing to do with the product sold by a corporation, whether it be Safeway, McGraw-Hill, Standard Oil, or any other corporation.

Sen. Humphrey said he planned to study the matter further and bring it to the attention of the Senate and to the Treasury Dept.

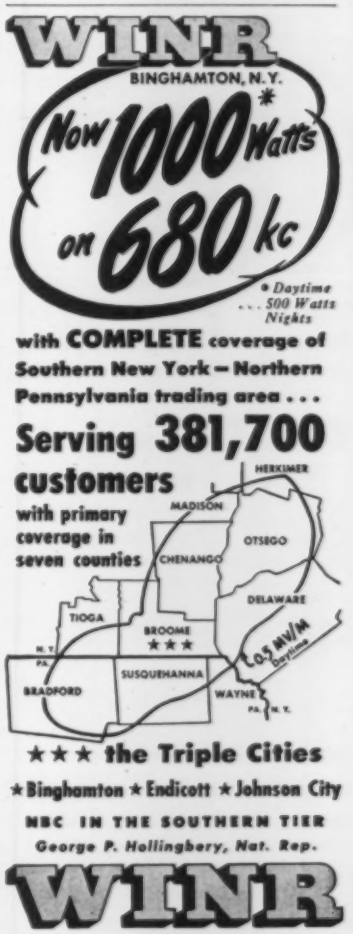
Sen. William F. Knowland (R-Calif.) suggested that Sen. Humphrey might also want to study publications and copy "intended to be used on billboards and presumably on television and radio programs, as well as in the form of newspaper hand-outs" by the Office of Price Stabilization to "sell" its case to the people.

Sen. Humphrey answered that Congress itself can stop any part of the government from spending money for this purpose "but I submit that advertising by a corporation is a proper legitimate tax deductible item only when it relates to its own business." The taxpayer, he noted, has no recourse to corporation "political" ads because housewives cannot "place full page ads in the 400 newspapers in the country and deduct the expense from their income tax."

Problem of institutional advertising, Sen. Humphrey said, "is a serious one in the light of recent Congressional interest in campaign expenditures. One of the loopholes in our present laws affecting campaign expenditures is the use of political advertising by business concerns who deduct the cost of this advertising from their tax returns."

'Leaky Bucket'

BOTTOM fell out of a leaky Capitol Hill information bucket last week. Report that Sen. Hubert H. Humphrey's (D - Minn.) subcommittee studying newsprint in the Senate had recommended newspapers should raise their advertising rates was "a mistake by the staff," the Senator said. Word that such a recommendation had been made leaked out over the previous week end. Sen. Humphrey termed the leak "a very tragic thing." Proposed report, he added, was a confidential committee print and "should not have leaked." He said he was not aware the language on ad rates was in the report when it was sent to the printers and in any case, it had no business being in there.



RECORD SALES

TV Seen Stimulating

TELEVISION will stimulate rather than retard demand for records by causing more people to seek entertainment at home, Glenn E. Wallichs, president of Capitol Records Inc., stated in his annual report to stockholders.

Convinced that recordings will continue to "enjoy popularity as a major form of entertainment," he revealed that Capitol Records sales and profits in 1951 were "well ahead of 1950."

Sales in the 12 months ending last Dec. 31 were $13,385,548, an increase of $1,069,229 over 1950 total. Last year's net income, he reported, after $437,000 for federal income taxes, was $408,439, reflecting somewhat higher prices and improved manufacturing and operating efficiency, Mr. Wallichs said.

The 1950 net income was $201,509, after federal income tax of $121,000.

Working capital on Dec. 31 was $2,760,475, an increase of $158,914 during the year. Compared with the preceding year-end, cash was up more than a half million dollars to $1,202,440, report said.

WGAR-FM PLANS

Now Assembling Equipment

FIRST major station in several months to enter FM, WGAR-FM Cleveland, after getting FCC approval fortnight ago for 99.5 mc (Channel 258), plans to go on the air as soon as equipment is assembled.

Carl E. George, WGAR general manager, said the FM adjunct would cost about $50,000. "This demonstrates our belief in the future of the aural medium," he said.

WGAR-FM will reverse the history of Cleveland FM, where at one time there were eight stations. Two suspended broadcasting in the last three years. WGAR-FM, CBS affiliate, will round out the FM network picture in the area. WGAR applied to the FCC for FM several years ago, but application was held up pending outcome of the lengthy G. A. (Dick) Richards case.

allied arts

JAMES M. BOERST, owner of Executives Radio-TV Service, Larchmont, N. Y., named associate publisher of monthly *Rorabaugh Report on Spot Radio Advertising*.

FREDERIC BERNER, manager of defense products, American Home Foods, to Industrial Surveys, N. Y., as supervisor of account group and **PAUL LIDEEN**, client service executive of A. C. Nielsen Co., to Industrial Surveys as account executive.

RUSSELL J. TINKHAM, co-founder and past president of Magnecord Inc., to Ampex Electric Corp., as manager of newly established Chicago office.

Mr. Tinkham

R. T. CAPODANNO, director of engineering at Emerson Radio and Phonograph Corp., N. Y., elected vice president in charge of engineering.

E. J. BAUGHMAN, electrical engineer, named West Coast representative for TV equipment sales for General Precision Labs.

CLIFFORD C. ROSE, audio-visual technician, to sound studio sales staff of Hudson Radio and Television Corp., N. Y.

SIDNEY GROVES, assistant sales manager of Macy's, N. Y., named factory representative of CBS-Columbia to cover Connecticut and New York state except metropolitan New York.

W. L. ROBERTS, Inc., Memphis, Tenn., named CBS-Columbia distributor for northern Mississippi, western Tennessee and eastern Arkansas.

ALEX THOMSON, manager of CKCL Truro, N. S., appointed representative in Atlantic provinces of S. W. Caldwell Ltd., Toronto, transcription distributor.

COL. EDWARD J. POTTER, U.S.A.F., ret., San Antonio, Tex. public relations man, named sales representative for United Artists Television, that city.

N. HINKLE BARCUS, manager of Ideal Pictures, N. Y., appointed sales manager of Visual Media Inc., that City.

ROBERT I. GAINES, head of export activities, Instrument Div., Allen B. DuMont Labs, promoted to export manager for newly created International Division.

A. M. REPSUMER appointed TV supervisor at Baker Mfg. Co., Evansville, Wis.

H. R. LETZTER appointed sales manager of industrial division of Webster-Chicago Corp., Chicago (record changers, phonographs, magnetic wire and tape recorders).

TED BOISUMEAU, Paramount Theatres, Chicago, and **TOM McMANUS**, Shell Oil sales representative, appointed to sales staff, Telenews Productions Inc., N. Y.

FRED MESSENGER, casting director, King Bros., Hollywood, and **JACK MURTON**, like capacity M-G-M, Culver City, form **TALENT ASSOC.**, (TV casting agency) at 6920 Sunset Blvd.

MITCHELL ARON, engineering staff of Hazeltine Electronics Corp., Little Neck, L. I., to technical staff of Andrea Radio Corp., Long Island City, N. Y. **S. RONALD HACKER** joins company's product design and development section.

WILLIAM E. JONES, former radio director of Henri, Hurst & McDonald, Chicago, and head of own program production group, appointed Chicago representative for Charles Michelson Inc., N. Y., TV film distributors.

FRANK COOPER, owner Frank Cooper Assoc., Hollywood (talent agency), father of girl, Pamela, March 25.

W. J. JILES, credit manager, Crosley Distributing Corp., N. Y., appointed national credit manager.

Mr. Jiles

HAROLD JOVIEN, head of West Coast radio-TV division General Artists Corp., Beverly Hills, joins radio-TV department Music Corp. of America, that city.

DAVID H. KUTNER, director of merchandising, Campbell-Ewald Co., N. Y., to Norge Div. of Borg-Warner Corp., that city, as director of advertising and public relations effective April 1, succeeding **CHARLES MacMAHON**, now eastern regional manager for Norge.

WARD PRODUCTS Corp., Cleveland, has released booklet covering its line of mobile antenna rods, bases and springs titled Form 54-153.

CBS-COLUMBIA Inc., Brooklyn, manufacturing subsidiary of CBS, names National Electronics Co., Minneapolis, as distributor for eastern Minnesota and western Wisconsin.

RALPH TAYLOR, sales promotion manager CBS-TV Hollywood, to *Long Beach Press-Telegram*, Long Beach, Calif., in similar capacity.

JAMES D. NORTH, general manager of Western Beet Sugar Producers Inc., S. F., appointed vice president in charge of western operations for Industrial Surveys Co.

KAYE-HALBERT Corp., Culver City (mfrs. TV sets), names Wholesale Radio & Electric Supply Co., S. F., as distributors in that area and San Jose Television Supply Co., San Jose, for San Benito, Santa Cruz, Santa Clara and Monterey counties area.

OTTO A. HARBACH, president of American Society of Composers, Authors & Publishers, last week named to Veterans Hospital Radio Guild's board of governors for 1952 fund drive.

BERNARD HENDEL, general manager of Hendel Fruit Co., joins United Artists Television as Pittsburgh representative.

HARRY ROE, manager media department, Foote, Cone & Belding Inc., L. A., and **HENRY ESCHEN**, manager Edward S. Townsend Co., that city (magazine representatives), form **ESCHEN & ROE Co.** (publishers' representative), at 1324 Wilshire Blvd.

EDWARD STASHEFF, TV supervisor of WNYE New York, and **EDGAR E. WILLIS**, professor of speech at San Jose State College, appointed to U. of Michigan's speech department faculty effective next fall.

Equipment . . .

AUDIO-MASTER Corp., N. Y., announces development of transcription player combined with PA system called AM 53-PA. Instrument has 12-inch detachable loudspeaker with 10-foot extention cord and plays all sizes of records and transcription from 7 to 17½ inches.

BAKER MFG. Co., Evansville, Wis., announces production of 10 AM fitted-end mast, electrically welded for strength and long life. Mast features special Baker tapered joint for stacking ten foot sections together to make higher masts.

PLASTOID Corp., N. Y., announces production of 300 ohm twin lead-in for television antennas designed to produce steadier more dependable pictures.

SIMPSON ELECTRIC Co., Chicago, announces manufacture of new oscilloscope calibrator termed Model 276, featuring direct meter readings. Unit is companion piece for Model 476 Mirroscope which features vertical mounting of cathode ray tube.

Technical . . .

KENNETH PENDLETON returns to WKBZ Muskegon, Mich., as technical director after 18 months with U. S. Navy.

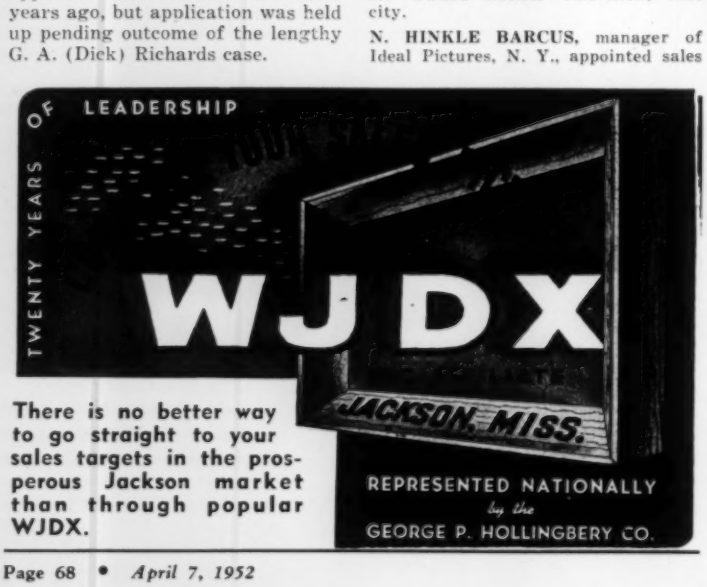
PARKER L. LAVERTY to KXOK St. Louis as engineer.

WILLIAM P. ENDICOTT, engineer-announcer, KBRC Mt. Vernon, Wash., father of boy, William Paul, March 26.

PAT POLILLO, projectionist, WAAM (TV) Baltimore, appointed cameraman. **LEONARD NORINSKY**, cameraman at WTOP-TV Washington, joins WAAM's staff in same capacity.

CHARLES LIND, engineer, WSB Atlanta, and June Nixon were married last week.

SYLVANIA Electric Products is offering magnetic screwdrivers, designed especially to meet the needs of TV-radio servicemen, to service dealers who purchase 100 Sylvania receiving type tubes or four Sylvania picture tubes between April 1 and May 15.


TWENTY YEARS OF LEADERSHIP
WJDX
JACKSON, MISS.
There is no better way to go straight to your sales targets in the prosperous Jackson market than through popular WJDX.
REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

Our Respects to . . .

(Continued from page 58)

Wholesale Co., Miami. Two years later, in 1921, he became treasurer of that firm.

In 1924, he formed the Wolfson-Meyer real estate firm with Sidney Meyer, his brother-in-law. This was the beginning of a co-equal partnership that has continued to the present time. Mr. Meyer, prior to the merger, had been general sales manager of the Old Fox Film Corp.

The Wometco Theatre Circuit (Wolfson-Meyer Theatre Co.) was established in 1925 with the erection of the Capitol Theatre in Miami. The chain now boasts 37 movie houses.

The motion picture industry, however, did not claim all Mr. Wolfson's activities. From early youth he had been interested in civic affairs. This led to his participation in local politics and his election to the Miami Beach council in 1939.

In 1943, he was re-elected to the council with the highest number of votes received by any contestant up to that time. His high returns and his service in the city council resulted in his installation as mayor of Miami Beach.

Leaves for Service Overseas

Politics were temporarily shelved in September that year when Mr. Wolfson resigned as mayor to enter the U. S. Army. Military service included duty in England, North Africa, France, Germany, Austria and Belgium. Outstanding service won him promotion to lieutenant colonel. He was decorated with the Bronze Star with Oak Leaf Cluster and the French Croix de Guerre.

The war over, Mr. Wolfson returned to Miami and the expanding theatre circuit, again becoming active in various theatre trade organizations both in Florida and nationally.

It was in 1948 that Mr. Wolfson entered the video field. He applied for and received a construction permit for WTVJ, Channel 4, in Miami. The growth of that station is Florida TV history.

In 1950 and 1951, he served as chairman of the TV committee of the Theatre Owners of America. In late 1951, Mr. Wolfson was elected president of this organization, which represents more than half of the 20,000-odd movie houses in the nation.

As TOA president, he has urged its members to "join with television to build a new medium of entertainment that will surpass anything heretofore imagined."

JOHN A. KENNEDY (l), chairman of the board, KFMB-AM-TV San Diego, is recipient of awards for "extraordinary meritorious service to the men and women of the Armed Forces" by the stations. George A. Scott, chairman of the San Diego Council of the U. S. O., made presentation.

Mr. Wolfson married the former Frances Louise Cohen. They have three children, Louis, 24, a WTVJ public relations executive; Frances, a student at Bennington College, and Mitchell Jr., 13.

In addition to professional organizations, Mr. Wolfson is an active trustee of two hospitals; a member of the Rotary, Elks, Free & Accepted Masons, the Mahi Shrine Temple, Westview Country Club in Miami, the Harmonie Club of New York, American Legion and is first assistant barker of the Variety Club of Miami.

For recreation, Mr. Wolfson plays golf. Or rather, he formerly played golf. In the three years since Wometco entered TV, he hasn't been on a golf course.

However, Mr. Wolfson finds recreation in planning the future of WTVJ and theatre television, which to him is still an exciting threshold.

WBAL Documentary

DOCUMENTARY and dramatic program was fed NBC by its affiliate, WBAL Baltimore, last Thursday 10:30-11 p.m. marking the station's 25th anniversary of its affiliation. Program, touching on historical scenes and events in the Baltimore area, illustrated service and entertainment afforded listeners by NBC and highlighted audience reaction to name NBC stars and shows. WBAL is supervised by D. L. (Tony) Provost, vice president and general manager of the Radio and Television Division of the Hearst Corp. Leslie Peerd Jr. is station manager.

Direct Mail Volume

DIRECT mail dollar volume for February 1952 was $96,355,838—a gain of 19.9% over the same month last year—according to figures released last week by Frank Frazier, executive director, Direct Mail Advertising Assn. Total for January and February was $188,256,223, a 10%-plus increase over the corresponding 1951 period.

WKOW *Would Amend Atlass Contract, Renewal Bid Advises FCC*

OFFER to revise its management contract with Atlass Amusement Co. was made by WKOW Madison, Wis., last week in a petition to the FCC. The petition requested that the Commission reconsider its action last November in setting for hearing the station's application for renewal of license [B•T, Nov. 12, 1951].

Hearing, which was scheduled to start March 28, was postponed indefinitely.

The petition said that if the Commission feels 50% of the net profits plus travel allowances give Atlass control of the station, the contract will be revised to pay a flat $1,250 a month to the management consulting firm. It also would be revised to allow cancellation at the end of any year, upon three months' notice.

Hearing on WKOW's license renewal application was set on intimations by the FCC that Monona Broadcasting Co., licensee of WKOW, had abdicated its control through the contract with Atlass Amusement Co. The FCC also implied that WKOW secured a CBS affiliation after hiring the Atlass firm. Atlass Amusement Co. is headed by H. Leslie Atlass Jr., son of the CBS Western Division vice president.

Last week's petition recounted the early history of the Madison station, told of $154,597 in operating deficits from Jan. 1, 1948, to Sept. 30, 1950. It also pointed out that the station cost $250,000 to build, almost double the amount estimated.

Income Increase

After Atlass Amusement Co. was signed as management consultant, the station's income rose rapidly, the petition stated. In 1951, WKOW had a net operating income of $293,108.02 plus other income of $3,263.63, and an operating expense of $255,815.84.

Story of WKOW, as related by station executives in affidavits to the petition was as follows: Needs of the station in the early days were two—CBS affiliation and a competent manager. CBS told WKOW officials that its O&O Chicago station, WBBM, covered Madison adequately.

In 1950, Chicago attorney Arthur Morse tried to buy the station for a buyer later identified as H. Leslie Atlass Sr. Stockholders did not wish to sell, set price far above its value. Subsequently, WKOW officials were invited to Chicago to meet Mr. Atlass, where they discussed their need for a CBS affiliation and a manager.

Mr. Atlass turned them over to his son, who had set up as a management consultant. He also told them that recent surveys showed CBS was not being covered adequately in Madison and that it was seeking a Madison affiliate.

After signing a management contract with Atlass Amusement Co., station became a CBS affiliate. Its affiliation contract with MBS was cancelled when Mutual affiliated with WISC Madison, sharing affiliation with ABC on that station.

Mr. Atlass Jr. and members of his family acquired 180 shares of stock in the station at no par value, giving them 4% ownership. At one time, Mr. Atlass Jr. had options to buy 800 shares at $30 per share, which would have amounted to 13% to 19% of the ownership. However, he did not exercise these options.

Petition also related that a contract between Michael Henry, present manager of WKOW, and Atlass Amusement Co. was drawn up when Mr. Henry was being considered for employment by the WKOW board. It was drawn, petition stated, to show WKOW principals that Atlass Amusement Co. could deliver the services of the man it recommended to be station manager. Mr. Henry, then manager of WWXL Peoria, Ill., never worked for Atlass Amusement Co., the petition stated, and the contract lapsed when he accepted the offer to manage WKOW.

AMERICAN Newspaper Guild has applied for certification at Ottawa as bargaining agent for Canadian Broadcasting Corp. newswriters across Canada.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

GATES
QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Radio-TV Unity Affirmed

(Continued from page 23)

point. William B. Ryan, BAB president, and his staff officers were quietly claiming their budget is heading above that of NARTB. Prior to the convention, the bulk of BAB's revenue had come via a 30% cut from NARTB member dues, if members desired the service. Now BAB membership will cost as much as NARTB in some cases, running half the highest published hourly rate per month.

Have Common Interest

The two groups are competing directly, from a membership viewpoint, but have common interests in stimulation of business for broadcast stations. BAB was separated from NARTB so it could enter the media field without trade association handicaps, and slug openly alongside printed and other advertising media. This separation is designed to strengthen the sales-promotion organization, and BAB responded to the expression of faith by promising an improved service.

Television occupied a heavier share of convention attention, with the industry heartened by the promise of FCC Chairman Walker that they probably will not have to wait much longer for the TV thaw and the new UHF band.

The chairman drew an ovation from the convention Wednesday noon after his first formal address in his new commission role.

In the manner of ex-Chairman Wayne Coy, Mr. Walker advised telecasters to avoid pressures for expediency. The TV freeze has lasted a long time, he said, because the Commission is drawing up a master plan for development of a leading industry, the dominant medium of mass communication.

His unfreezing promises were tempered by the reminder that licensing will proceed "at a snail's pace." Staff and budget shortages promise to aggravate the delays, he indicated. Chairman Walker mixed with delegates all during the convention. He made many new friends and served to bring the industry and Commission into a new understanding of common problems. Flanking the chairman at the convention were Vice Chairman Rosel Hyde and Commissioners George E. Sterling and Robert T. Bartley.

History-Making Debate

Right after Chairman Walker's address Wednesday noon a handful of delegates heard a debate that made history in the field of radio and television freedom. Two of the nation's leading lawyers debated the right of radio and television to report legislative and court proceedings.

The present trend toward curtailment of radio-TV rights to report public proceedings is dangerous and strikes at the fundamentals of free enterprise, it was pointed out in the discussion. Delegates joined James M. Landis and Louis Waldman in the arguing. Even Mr. Waldman, who argued against electronic reporting of some types of hearings and trials, agreed that radio and TV were not getting proper protection.

Many a delegate, recalling recent legislation tying the hands of radio and TV, winced as Mr. Waldman charged them with gross negligence in making their position known in legal and legislative halls.

There emerged from the meeting, however, what seemed to be general agreement that broadcasters and telecasters must wake up or they will find themselves locked out of more and more public proceedings.

Though the Wednesday afternoon program fell apart from an attendance standpoint, with the Code Review Board given only a few brief minutes, the overall programming of the meeting was praised. James D. Shouse, WLW Cincinnati, was chairman of the convention committee; Robert K. Richards, NARTB public affairs director, handled programming; Neal McNaughten, engineering director, handled the largest technical conference in association history; C. E. Arney Jr., directed the business operations, and President Fellows was the executive head who kept the project moving.

While much of the convention time was devoted to workshop sessions, planning for TV's expansion, study of equipment and programming services, the public service side of broadcasting and television was given careful attention.

Besides reviewing the radio-TV reporting situation in connection with trials and hearings, the convention promised to throw full support behind the Get-Out-The-Vote Campaign. The fact that 1952 is a presidential year was emphasized and a strong resolution was adopted at the Wednesday business session. Another resolution covered the discrimination against microphones and cameras in court and hearing rooms, pointing particularly to the public's right to know how its governing agencies are operated.

In electing a new television board Monday morning, TV members elevated Robert D. Swezey, WDSU-TV New Orleans, to the chairmanship. Mr. Swezey was a driving force behind adoption of the TV Code last autumn. Two directors retired from the board. They were W. D. Rogers Jr., KEYL (TV) San Antonio, and Harry Bannister, who is leaving WWJ-TV Detroit to join NBC.

FM broadcasters had a busy meeting Monday morning, concentrating on their plan to promote the medium on a state-by-state basis. Three test drives have already been conducted. Interest ran high in the FM meeting, with 50-odd delegates turned away because of lack of seating space.

Winding up the Convention was the annual banquet, a complete sellout. The banquet program featured Patti Page, vocalist. Entertainment was supplied by ABC, BMI, CBS DuMont MBS and NBC.

ONE of two winners in RCA Thesaurus' home freezer-filled-with-beef contest at the convention was K. Cassel Thompson, president and general-commercial manager of WDAD Indiana, Pa. RCA models, roving the fifth floor, reminded conventioneers that Thesaurus is "your steak in programming."

SECOND freezer with another 200 pounds of beef went to Bill Hunt (l), chief engineer of WHIZ Zanesville, who is congratulated by Judge Justin Miller, NARTB board chairman. The giveaway gimmick included importation of a prize-winning steer, named Nobull, to the lower Exhibition Hall.

(See exhibit story page 52)

N.Y. CBS WAGES

Hike Pending WSB Okay

WAGE INCREASE of 7½% to all New York employes in the labor grade structure—non-union, non-executive staffers—was offered by CBS management during a special meeting of the employe-management committee Tuesday. Employe members accepted unanimously.

Retroactive to March 31, the plan awaits approval by the Wage Stabilization Board, although CBS agreed to start paying minimum cost-of-living increases June 1 and until WSB decision is made. If the 7½% increase is not approved, CBS will pay the difference into a merit fund, even though some 22% of labor grade employes, currently above the maximum for the classifications, would be ineligible for merit increases.

Discussions of the increase were started by the employe-management committee last November, with employes seeking a flat 10% raise in early March. Agreement, when approved, will remain in effect until March 31, 1953.

BAM IS DISSOLVED

BMB Successor Yields

BROADCAST Audience Measurement Inc., industry corporation formed in 1949 to study the radio research situation, was formally dissolved Wednesday during the NARTB Chicago convention.

Henry Johnston, WSGN Birmingham, wound up the corporation's affairs at a meeting of directors. Mr. Johnston was president of BAM.

Formed in the dying days of Broadcast Measurement Bureau after conclusion of the second BMB study, BAM served as a standby agency. When private measurement firms expanded the type and quality of their services, BAM failed to draw industry-wide support.

WE DON'T HAVE TO TELL YOU THIS:
The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

WE'D LIKE TO TELL YOU THIS
You can effectively and economically cover this Green Bay Market

With Just PG

PROGRAM POLICY:
"More Reasons for More People to Listen More Often."

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

GREEN BAY, WIS.
McGILLVRA, Rep. N.Y. & CHI.

KLIX
IS KLICKIN'

Affiliates Committee

(Continued from page 23)

Thomson, Ga.; Clair R. McCollough, of the Steinman Stations; G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S.C., and WIST Charlotte, N.C.; Hugh B. Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls; John Patt, the Goodwill Stations; George B. Storer, Fort Industry Co.; Leonard Kapner, WCAE Pittsburgh; Richard M. Fairbanks, WIBC Indianapolis; Walter J. Damm, WTMJ Milwaukee; Ben Strouse, WWDC Washington, and Robert D. Swezey, WDSU New Orleans.

In his report, which he said represented the views of the full committee, Chairman Morency noted that the group had opposed NBC's late-1951 economic study for "several basic reasons," and said "there can be no question" that the committee's analysis of it, plus "the determined and concerted efforts" of NBC affiliates, "prevented its adoption."

Notes Committee's Objections

He felt that "no one can tell just what effect the adoption of this plan, which has since been shown to be unworkable and unsound, would have had." Committee's objections, he noted, as:

"1. Radio's effectiveness was to be measured on the basis of the presence, or non-presence, of another medium—namely, television.

"2. The reappraisal was based on BMB studies which were acknowledged by most people to be out of date and obsolete at the time they were used.

"3. The study envisioned an eventual cut in radio rates of as much as 50%, a basis, we can all agree, which if put into effect would destroy the industry, at least as we now know it."

Referring presumably to NBC's subscription to the new Nielsen survey, Mr. Morency pointed out that the network has said a new study will be made this spring "on an entirely different basis," and expressed hope that details would be given to the network's affiliates in advance. He noted, however, that the study already is "in the works," without the affiliates having been acquainted with it.

PANELISTS at the audience promotion meeting outlining "The Tale of Three Cities" included (back, l and r) John Esau, KTUL Tulsa, and Richard M. Allerton, NARTB; front, Jack Knabb, of agency of same name in Rochester; Worth Kramer, WJR Detroit, and Lee Little, KTUC Tucson, keynoter.

Although he did not mention any network by name at any time, it was obvious he was referring to CBS Radio when he pointed out that a network "is currently attempting a change in its contracts with its affiliates that would permit the network arbitrarily to change rates practically without notice." He added:

"It is the opinion of the committee that this is a very weak position from the point of view of the affiliated station and also from that of the network. Such a condition could have the direct effect of bringing increased pressures from the advertisers on the network to decrease rates, the advertiser knowing that the network has the power to decrease rates at will and without further consent or consultation with its affiliates.

"We think this is the worst position in which a network could place itself. It would invite hasty and ill-considered action. The committee strongly urges that each affiliate carefully examine the effect of any suggested modification of its network contract which might weaken his station's position and work to the detriment of the entire industry."

In its work, Mr. Morency reported, the committee has "constantly borne in mind that our end objective was to attain for radio a high degree of acceptance, stability and a real appreciation of its worth as an advertising medium. We have tried to avoid winning arguments and permanently losing friends to the industry.

"At the same time, we have been forthright, we have called a spade a spade, and we have not deviated from basic principle."

He recalled committee conferences with representatives of the Assn. of National Advertisers, which launched the attack on radio rates with its TV penetration studies approximately a year and a half ago, and said that as a result "we are quite certain that a different viewpoint is now held" by the advertiser group. He cited ANA's present insistence upon better facts on all media [B•T, March 24], and added:

"Note that a year ago all of the emphasis was placed on the effect that TV would have on only one other medium, not all."

Research, Rates Stressed

He reported that the committee's deliberations had indicated "two major fields of greatest importance"—research, and rates.

"Radio still sells merchandise at the lowest cost per dollar of sales," he asserted, "but the advertiser and the broadcaster have become so confused with the mass of contradictory research studies that both have forgotten all about sales, the only reason for the use of any medium."

He commended the ARBI studies as a good step toward measuring radio's selling power, as opposed to the "trap" of using ratings as a precise measurement.

The "popularity rating concept," he asserted, should be discarded.

"Radio should also discard the concept of radio homes and start measuring the number of people who listen to radio," he said. He singled out recent Nielsen measurements as containing "inaccuracies or distortions which are costly to radio," in that they do not, he felt, give a complete picture of listening.

Nielsen was mentioned specifically, he said, "because it is the only national rating service now available and is the one most relied upon by advertisers, agencies and networks." He added that local rating services have "important weaknesses."

Of rates and rate cutting, Mr. Morency said "what really hurts the industry are the rate cuts—package deals—the absorbing of costs and things of that nature. They are the real menace to your operation and to the health of the entire industry."

Presumably referring to General Mills' current summer saturation spot campaign, he said:

"Recently one of our largest advertisers has been offering business to stations on a basis which would mean a rate cut of about 75%. Acceptance of business on such a basis could be the most expensive dollars a station ever took in. It would seem that a broad acceptance of such terms by broadcasters might well permanently set new rates on approximately the level of that acceptance.

"This rate cutting is an insidious thing—there is no end to it—it is particularly disturbing to the users of the medium . . . Just imagine the time that could be spent on really selling radio rather than discussing just what the rate cut would be. . . .

"The networks have not a good

(Continued on page 108)

WARD PROGRAMS $OLD—ALL NEW FOR '52

SHOW	SPONSOR
Your Esso Reporter	$ Esso Standard Oil Co.
I Was A Communist	$ Tru-Ade Bottling Co.
The Fashion Reporter	$ Kline's Department Store
Voice of the Turtle	$ RCA-Victor Records
The Admiral Hour	$ Gateway Television Co.
Milkman's Matinee	$ Carling's Beer & Ale

BUT, THERE'S ROOM FOR YOU, TOO!

1st RATINGS RESULTS RENEWALS

WARD

CBS RADIO NETWORK

WEED & CO., Representative

2nd MARKET IN WESTERN PENNSYLVANIA

the WHLI long island story

FIRST!

WHLI 27.5

"A" Network—50 Kw	21.8
"B" Network—50 Kw	18.1
"C" Network—50 Kw	14.2
"D" Network—50 Kw	8.3
All others combined	10.1

ONE STATION WHLI DOMINATES THE MAJOR LONG ISLAND MARKET

CONLAN LATEST SHARE OF AUDIENCE: Daytime, February, 1952 Hempstead, Long Island, N. Y.

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N.Y.

PAUL GODOFSKY, PRES.

the voice of long island

REPRESENTED BY RAMBEAU

Sit in with the Top TV Authorities

If you expect to take part in planning or operating a VHF or UHF station, either independent or network, they'll give you the answers in...

PATTERN FOR TV PROFIT—Whether you are concerned with the problems of organization, costs, equipment, operation, or programming, you'll find help in...

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RADIO COMMUNICATION Magazine's Exclusive Feature Series

Here is a basic text for the guidance of executives responsible for management, sales, engineering, and programming. This series is literally crammed full of practical, factual information drawn from the personal experience of the five top television broadcast engineers.

Written in non-technical language, "Pattern for TV Profit" has been planned to cover all the factors which must be considered in planning for the successful, profitable operation of VHF and UHF stations, either independent or network, in accordance with local market and area requirements.

PATTERN FOR TV PROFIT is written by

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Editor, Radio Communication Magazine In Collaboration With

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Manager
Radio & Allocation Engineering
National Broadcasting Company

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Station WPIX

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Vice President in Charge of Engineering, American Broadcasting Company

Nothing comparable in scope or factual details has been available up to now for the simple reason that never before have the top television broadcast engineers collaborated in making their knowedge and experience available to newcomers in this industry.

For example, the first chapter, in the March issue, details four distinct types of TV stations. It explains the relation between market and area requirements and the choice of basic facilities. It presents equipment lists and costs. It gives a breakdown of management, operating, and programming personnel, and average salaries. Also, it shows how to estimate the first year's operating expense.

Succeeding chapters will go into every detail of TV broadcasting in the same thorough, informative manner. You'll find "Pattern for TV Profit" more widely discussed and referred to more often than anything ever written on this subject.

Don't miss the first chapter, starting in the March issue of RADIO COMMUNICATION. A year's subscription costs $3.00, or $6.00 for three years. Use your company purchase order, or the coupon below. NOTE: To be sure that each issue reaches you promptly, we suggest having RADIO COMMUNICATION sent to your home address.

Milton B. Sleeper, Publisher
RADIO COMMUNICATION Magazine
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ADDRESS.....

CITY.....ZONE.....STATE.....

STEELMAN

Wilson Successor No Stranger To Radio-TV Broadcasters

THE ELEVATION of Dr. John R. Steelman to the post of acting defense mobilization director on the heels of Charles E. Wilson's resignation brings to the fore a man who has been intimately identified with broadcasting activities in the current preparedness program.

Dr. Steelman, labor advisor to President Truman and administration trouble shooter, was appointed defense chief on an interim basis after Mr. Wilson's surprise announcement during the heat of the steel squabble.

Mr. Wilson resigned at the close of business Monday, following a news conference during which he cited production achievements in the rearmament program since he took office 15 months ago.

The former president of General Electric Co. told newsmen he had no immediate plans beyond a vacation in Florida. Authorities thought it unlikely that he would return to the electronics firm and would not announce his future association until his return from Florida.

Mr. Wilson resigned his $175,000 GE post in mid-December 1950 to head the nation's mobilization program. He subsequently was succeeded at the top GE post by Ralph J. Cordiner.

Dr. Steelman, special assistant to the President and former head of the federal mediation agency, will fill temporarily the vacancy created by Mr. Wilson's departure. The suddenness of his decision invited speculation as to his permanent successor from industry. It was acknowledged that the President would sift through a list of possibilities at length and choose a top executive who has compiled a formidable production record in private industry.

As White House Liaison

Dr. Steelman is no stranger to broadcasters and, particularly, the NARTB. Acting for the Chief Executive, he has been instrumental in solidifying liaison between the White House and the trade association. Out of a series of conferences with industry grew the Broadcast Advisory Council, comprising top radio-TV executives.

The Presidential advisor, who thus ascends to the nation's No. 2 mobilization spot, also has been active on the TV program front. He has been serving as special host on NBC-TV's *Battle Report, Washington*, which has elicited widespread acclaim under White House auspices.

Mr. Wilson came into the rearmament program at a time when portent of controls first took form—when the Defense Production Administration was created to set policy for allocation of materials to broadcasters and set manufacturers.

During that 15-month period, Mr. Wilson was a protagonist in a number of continuing mobilization issues, primary of which were: (1) The color TV ban on manufacture of equipment for mass production; (2) the question of controlling all end products in radio-TV and other industries; (3) the "butter and guns" controversy on Capitol Hill involving degree of civilian cutbacks, and (4) economic controls, including the Capehart advertising cost formula (see separate stories). In the end, however, it was the wage-price dispute in the steel fight that prompted Mr. Wilson's decision to resign.

Mr. Wilson stoutly defended progress of the rearmament program under his leadership and scored those critics who complained that he has sacrificed military preparedness on the altar of civilian economy.

He consistently held out for a long-range defense production plan with a gradual adjustment of the nation's economy rather than all-out controls. In this fight, he emerged victorious, with the result that materials availability has eased appreciably in recent months and consumer goods output retained relatively high levels during his tenure.

In the color TV fight, not yet resolved, Mr. Wilson tacitly conceded that, while he felt mass production of color casting equipment should be stopped for the present emergency, regulations should not necessarily spell out a flat a prohibition on the allocation of materials for all TV end products such as existed during World War II.

In resigning, Mr. Wilson expressed belief he could not accept responsibility "for major stabilization action which I cannot control" —acceptance of proposals by the Wage Stabilization Board for settling the steel issue. Mr. Truman praised Mr. Wilson, in accepting the resignation, for his "vigor, competence and effectiveness" in carrying out the defense mobilization assignment.

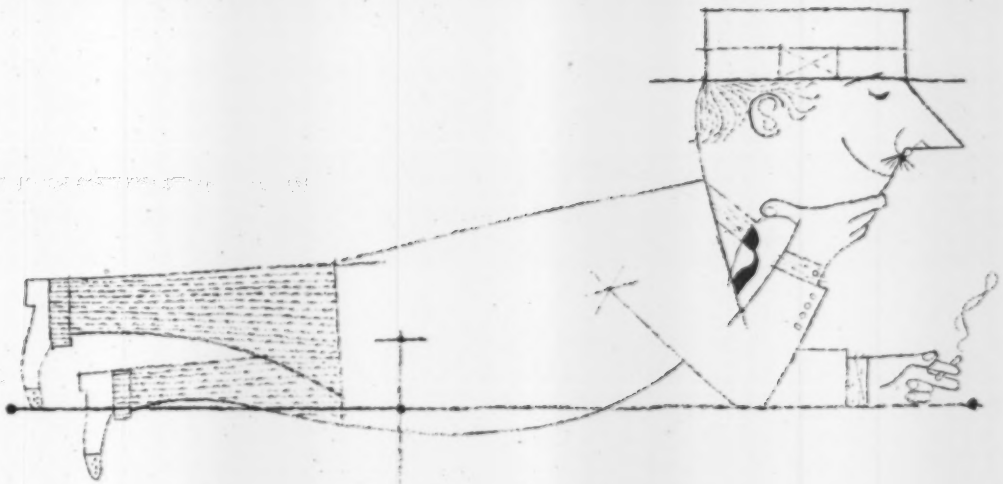
In bowing out, the defense chief asserted that under the rearmament program the past 15 months the U. S. is "fast overtaking Russia in the quantity of production of war material"—in fact, "we have already overtaken them."

Much of the delay in filling military orders during Mr. Wilson's tenure stemmed from bottlenecks in the machine tool and component parts delivery fields and the complexity of new military designs, particularly in electronics.

KUTE (FM) on Air

KUTE (FM) Glendale, Calif., went on the air March 22, it was announced last week by the licensee, Robert P. Adams, 1644 Idlewood Rd., Glendale 2. The new station operates on Ch. 270 (101.9 mc) with 11.6 kw ERP, from 3-9 p.m.

TELECASTING



make yourself at home...

Southern hospitality is more than a tradition with us at WAFM-TV. It's our stock in trade.

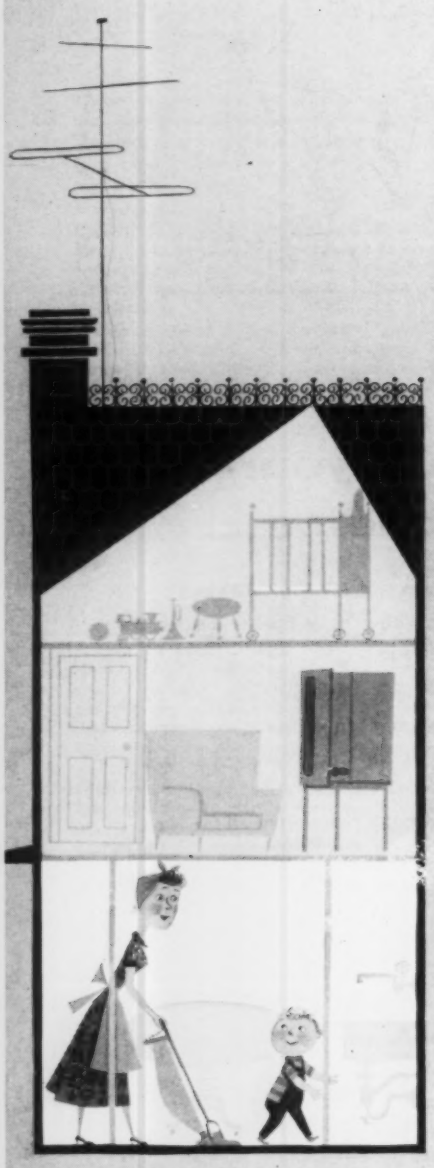
You get the warmest welcome in Birmingham when you're on WAFM-TV. Because Birmingham viewers consistently watch WAFM-TV most often... and are watching it more often all the time.

Over the 14 months Telepulse covers, WAFM-TV's score has been 2,201 quarter-hour wins to its competitor's 1,226 (or 80% more). In February, it was 179 wins to 71. *Or 152% more.*

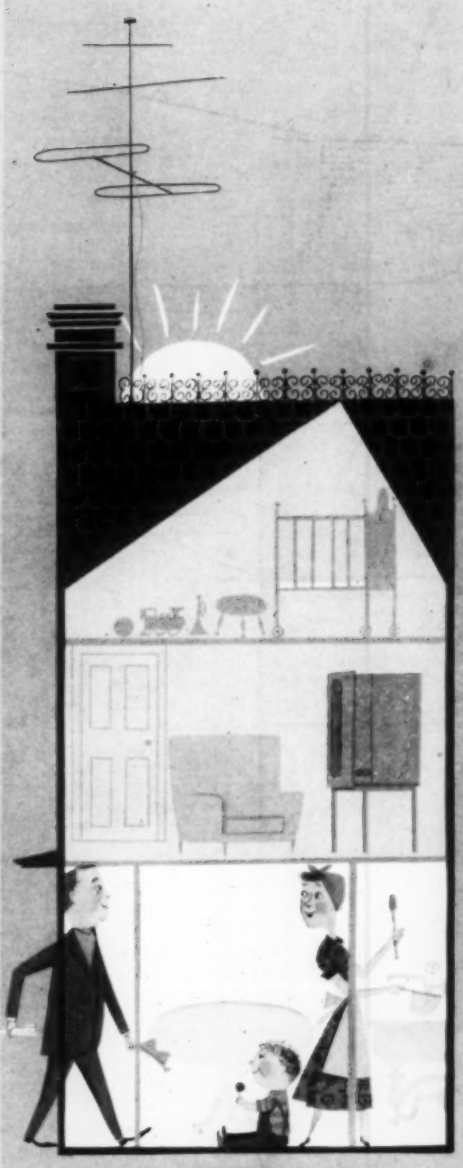
In Birmingham, they're always glad to see you on...

"Television Alabama" **WAFM-TV**
Represented by CBS Television Spot Sales

in our 7th year



BEFORE NOON (4.8%)



NOON TO 5:00 PM (10.3%)

5:00 TO 7:00 PM (30.3%)

Better late than ever...

Count the house any way you like. Television movies in New York—big box-office for advertisers always—are better at getting an audience late at night than any other time. *And* WCBS-TV's *"Late Show" is best of all.*

In a new study of TV feature film shows in the New York metropolitan area (we'd be pleased to show you a copy), Advertest finds:

Of the 78% of New York viewers who regularly watch TV movies, more than half prefer to watch weekdays after 11 p.m.

They named* WCBS-TV *more often than all other stations combined as their first-choice station for TV movies.

More than twice as many viewers tune in* WCBS-TV's *"Late Show" as any feature film show, early or late, on any other station.

Or take the word of advertisers who have already been on "The Late Show"... like the one who recently increased his sales by 73% in just two months. *And cost is running as low as 78 cents per thousand viewers.*

You (and your product) can be the idol of this big home audience. *At amazingly little cost.* Ask WCBS-TV or your CBS Television Spot Sales representative about participations on "The Late Show" today.

7:00 TO 11:00 PM (45.6%)

AFTER 11:00 PM (51.1%)

WCBS-TV *CBS Owned New York, Channel 2*

Represented by CBS Television Spot Sales

XUM

TELECASTING

APRIL 7, 1952

FREEZE LIFT IMMINENT

Within Two Weeks—Walker

FCC CHAIRMAN Paul A. Walker brightened the NARTB convention last week with the assurance that the TV freeze would be lifted within the next two weeks—"barring some last-minute snag"—but he warned that licensing "will apparently proceed at a snail's pace."

Speaking to a packed ballroom at Wednesday's luncheon, Chairman Walker also won the broadcasters' commendation with his assertion of faith in the future of "that celebrated bird-in-the-hand," radio, whose local-level service, he said, makes it "the indispensable medium."

He called upon telecasters to enforce a program of strict self-discipline, and praised radio and television broadcasters alike for (1) their contributions to national security through the Conelrad plan and (2) their promotion of the democratic process in acquainting the public with current political issues and their efforts to get out the vote.

On the uppermost topic Mr. Walker said:

"Frankly, I had hoped that here at this convention I could announce the lifting of the television freeze. . . . But you will not have to wait much longer. I can give you this assurance: Barring some last-minute snag, we are going to lift the freeze within the next two weeks."

Applications May Hit 1,000

The "time table" on licensing will be slow, he cautioned. After the freeze lift is announced, three months probably will be set aside for the filing of applications. In all, he estimated, "1,000 or more" may be on hand when FCC starts processing applications "around the middle of July."

Reiterating FCC's money and personnel plight, he forecast that "Besides the work of examining and passing on uncontested applications, we will be swamped by hearing cases." He expected that hearings will be necessary "in virtually all the larger cities and many of the smaller cities."

To handle these hearings and also the hearings in all other FCC fields, he noted, the Commission now has seven examiners and similarly short staffs of engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied television these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status," he declared.

Chairman Walker, an Oklahoman who has served on the FCC since its inception in 1934, compared the imminent freeze lift with the land rush in Oklahoma in 1889.

"We are at another kind of frontier—a new frontier in the ether, [with] new opportunities for fame and fortune, for adding to the real wealth of the nation, for raising our standard of living, for contributing to the general welfare, for unprecedented access to information, education and entertainment."

But, he added, after pointing out FCC's shortage of personnel:

"Unlike the break-neck speed of the great runs in Oklahoma, television will not gallop into its new frontier. It will apparently proceed at a snail's pace."

Mr. Walker noted that TV last year, with 108 stations and 14 million sets, had an income of more than $43 million before federal taxes. Independently owned stations (93) made 30 cents on the dollar, he noted, while "the networks obtained a greater proportion of their income from infant TV than they did from 30-year-old AM."

FCC's Solution 'Best'

He said it was his opinion that FCC's solution of the 3½-year-old TV freeze "will prove to be the best that could be reached at this time." It must provide for at least 2,000 assignments, recognize the needs of states for channels and of communities for local channels, while maintaining "a reasonable degree of flexibility" and reflecting "long-range thinking as a protection for the future," he declared.

Calling upon telecasters to "build for the long future" and urging "full support for efforts toward self-regulation such as your television code," Chairman Walker asserted:

"It is true that in the hurly-burly of developing any new resource or service, the public may for a time be too dazzled, too uninformed, to unorganized to realize the shortcomings and the excesses and to deal with them.

"But in the end, let me assure you, the public awakes and when that day comes, there is a day of retribution. It is a day of wailing and gnashing of teeth on the part of those who have betrayed the public interest."

He told his listeners that "the best of American broadcasting is a service in the public interest."

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Highlights of Chairman Walker's Address

". . . How much longer can the Commission stand off the thwarted applicants and the public [before lifting the TV freeze]? We might remind you that the children of Israel had to wait 40 years before they were permitted to enter the promised land. The Commission has not kept you waiting that long. It only seems that long; actually it has been three and a half years. . . .

". . . What we have been drawing up is, in effect, a master plan, comprehensive and detailed, for the development of one of America's leading industries, for her dominant medium of mass communication. When hundreds of applicants are waiting to invest hundreds of millions of dollars in this new service . . . we cannot build upon sand. . . . I say it would have been craven folly to sacrifice our chances for soundness and stability by capitulating to pressure for expediency. . . .

". . . I will state as my considered opinion that, taking all circumstances into account, the Commission's solution of the television problem will prove to be the best that could be reached at this time. . . .

". . . You will not have to wait much longer. I can give you this assurance: barring some last-minute snag, we are going to lift the freeze within the next two weeks. . . . We will then probably allow three months for the filing of applications. That would bring us up to around the middle of July before we start processing. By that time we will probably have 1,000 or more applications on file. . . .

". . . We estimate that the applications will exceed the number of available assignments in virtually all the larger cities and many of the smaller cities. This means that hearings must be held in each of these cities. We estimate hearings will be necessary for a great many of the 1,000 or more applications. . . .

"We now have seven examiners to conduct hearings. . . . Besides examiners, the Commission requires engineers, lawyers and accountants to handle these hearings. And in none of these fields do we have adequate staff. . . .

"Confronted with the biggest workload in our history, we are faced with the prospect of meeting it with hopelessly inadequate funds and staff. . . . Television will not gallop into its new frontier. It will apparently proceed at a snail's pace. . . .

"Amid all our talk of technical problems, processing procedures and construction plans, we are apt to forget the ultimate goal . . . and that is the service that will finally be delivered to the public. . . .

"On the basis of [my] experience of half a century, I respectfully urge you builders of our television industry to heed the lessons of history. . . . Turn your face resolutely against the temptation of fast, easy money through unsound practices inconsistent with the public interest. . . .

". . . I urge full support for efforts toward self-regulation such as your television code. The members who have agreed to take on the delicate and difficult task of administering this code are performing a service that needs to be performed if this industry is to realize its highest potentialities. . . .

". . . In cities where television moves in, radio does feel the effect of the new competition. The answer to that is not surrender but readjustment. . . . The truth is that some of you radio broadcasters who have been making a poor mouth about your future have not yet even begun to fight. . . .

"Both radio and television have their jobs to do. We need both systems just as we need the railroad, the airplane and the automobile. . . . I am not one of those who believe that aural radio is doomed to be transferred in time from the jurisdiction of the FCC to the Smithsonian Institution. A flourishing, far-flung system of radio is in the public interest. . . ."

HIGH TV TOWERS

Joint Meeting Is Planned

JOINT meeting of government agencies concerned with TV towers as hazards to air navigation is being planned for the near future.

Meeting is expected to include officials of the Civil Aeronautics Administration, Civil Aeronautics Board, FCC, Dept. of Defense (Army, Navy, Air Force), Treasury Dept. (Coast Guard), as well as representatives of the radio-TV broadcasting and aviation industries.

That is the latest development in a month of activities that has seen the aviation industry increasing its pressures to put restraints on the erection of tall TV towers [B•T, March 31, 17].

Summary of the proposals made by aviation interests during the last four weeks adds up to the following:

1. Request that Congress legislate an amendment to the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.

2. Requirement that all TV antennas be installed on a single tower.

3. Requirement that all TV towers be localized in city sections already considered an air hazard area.

4. Requirement that the height of TV towers be limited—through FCC ruling or Congressional action.

5. Requirement that a radio warning device be installed at each antenna site.

6. Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.

7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.

Most significant of the recommendations is the request of the Air Transport Assn. to the House Committee on Interstate & Foreign Commerce for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic.

ATA's request was made in a March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House committee, signed by its general counsel, S. G. Tipton.

Letter recommended that the House committee include in its revision of the McFarland bill (S-658) the following additional provision to Section 303 of the Communications Act:

That the FCC shall "(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."

Mr. Tipton called attention in his letter to the fact that FCC has assumed the power to deny applications proposing towers considered air hazards, but has no statutory power to back it up. He called attention to the fact, however, that the Commission has been upheld in its powers to deny an application on these grounds in one court test (*Simmons v. FCC*) in 1944.

Commission's practice of referring cases to the CAA and other agencies for tower clearances was termed advisory only by Mr. Tipton. He pointed out that the Commission was not bound by the objections of such agencies and could grant an application notwithstanding claims that a tower is an air hazard. He acknowledged that the Commission, in practice, has not gone that far.

He referred to the fact that FCC has already begun referring some applications to the airspace subcommittees and continued:

These applications will not only continue but are expected to increase when the freeze on new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The applicants want prompt decisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time authorized by the Commission.

As far as can be learned, the House Interstate Commerce Committee has not taken action on the request except to refer it to the FCC for "comments." One source on Capitol Hill admitted that recently the committee has been getting "complaints" about tall TV towers and the hazards they may be to air travel.

At present, the staff of the House committee is drafting its version of the McFarland bill, according to the committee's vote last month [B•T, March 24, 17].

The Senate Committee on Interstate & Foreign Commerce has no such proposals on its agenda.

First word of the request for legislation came at the Monday morning business meeting of the NARTB television membership in Chicago.

Thad H. Brown Jr., NARTB managing director of TV operations, said he had just learned of the request for an amendment to the McFarland bill.

It is understood that the Air Transport Assn. for several years has tried to get legislation through Congress limiting the height of all obstructions considered a menace to air traffic. It has been unsuccessful thus far.

Similar to the comments made at

(Continued on page 90)

HARRY WEISSBAUM (l), regional chairman of Damon Runyon Cancer Fund, presents Robert E. Dunville (r), president of Crosley Broadcasting Corp., a certificate of appreciation for work done by WLWT (TV) Cincinnati in helping to raise funds. John T. Murphy, vice president in charge of Crosley's TV operations, looks on as Mr. Dunville presents check to Mr. Weissbaum.

RADFORD IS APPOINTED

To DuMont Eastern Dist. Post

LEWIS C. RADFORD Jr. has been appointed eastern district sales manager for television transmitter division of Allen B. DuMont Labs, Clifton, N. J., National Sales Manager James B. Tharpe announced early last week.

The appointment, Mr. Tharpe said, is in line with DuMont's nationwide sales expansion program, calling for "greatly increased" activity for the TV transmitter group.

UTP Expands Five

SALES of five shows in six markets were completed by United Television Programs, New York, during the four-day NARTB convention in Chicago last week, Sales Director Aaron Beckwith announced Thursday. Corona Cigars extended its sponsorship of the Bing Crosby Enterprises' *Royal Playhouse* on KECA-TV Los Angeles, and Milani's 1890 French dressing bought the same package for WENR-TV Chicago. Teletronics will sponsor the Walter Schwimmer Production *Movie Quick Quiz* on WGN-TV Chicago and E & B Brewing Co. renewed *Old American Barn Dance* on WWJ-TV Detroit. Ward Drug Co. will back *Hollywood Off-Beat*, private detective show starring Melvin Douglas, on KRLD-TV Dallas, and KFMB-TV San Diego signed for a 26-week run of *Big Town*.

Trouble in the Air Space . . . . . AN EDITORIAL

TROUBLE brews again along the air lanes. The Air Transport Association is proposing legislation presumably designed to give the FCC specific authority to control antenna heights and locations—this with an eye toward the TV-freeze lift.

Under existing regulations, regional airspace committees must approve towers of more than 500 feet to eliminate air hazards. The proposal now is made that the pending McFarland bill (S-658) be amended to give the FCC legislative authority to deny applicants whose towers run afoul the CAA. The FCC has assumed this power right along and has even won a court action upholding this right.

The proposal of the Air Transport Assn., however, is only one facet of the aviation industry's recent campaign that has as its eventual aim the control of the nation's TV towers. Proposals have already been made covering such matters as single tower location for all TV stations in the same market (the Empire State approach) and even use of booster stations to reduce antenna heights.

The air belongs to the people. Broadcasting services are licensed by the FCC to use this air to provide the people with radio and television and communications services. Air lines are franchised by CAA to provide common carrier service at a fee for the people. Each government agency—FCC and CAA—functions under its own enabling act.

Over the years, the air transport people—government as well as industry—have been disposed to look with disdain upon broadcast services as in the "entertainment" field, whereas they describe their sphere as involving safety of life and defense.

The development of television should not be impeded by arbitrary restraints imposed by aviation interests through star-chamber proceedings. There were no broadcaster representatives present at the CAA sessions that already have been held on the subject. Reasonable regulations, evolved with the FCC and engineering representatives of the broadcast services exist today.

Through compliance with these regulations there have been few if any serious commercial aviation accidents resulting from tower collision. The Air Board can no more prevent erection of towers meeting FCC specifications than it can stop the construction of buildings in airport areas complying with local ordinances.

The FCC is the licensing authority from ground system to tower top. The CAA can recommend to the FCC but it cannot reverse its decision. The lines of authority should be kept that way.

NBC-TV AFFILIATES *Form Own Assn.; Damm Is Named*

FORMATION of an NBC-TV Affiliates Assn., with revision of the station compensation plan as its first major project, was completed in Chicago last week under the leadership of Walter J. Damm, WTMJ-AM-TV Milwaukee, who was named chairman.

Clair R. McCollough of the Steinman Stations was elected vice chairman and Arden X. Pangborn, WOAI AM-TV San Antonio, was named secretary-treasurer of the organization, which started with some 35 station members.

In addition to the compensation question which had concerned the affiliates in prior meetings, the association adopted a resolution asking NBC to exercise greater vigilance on cow-catcher and hitch-hike commercials, inquired about the network's intentions regarding stronger morning and afternoon programming and requested that NBC, whenever the time element is not essential, place its public service TV programs in network option time rather than in station time.

The assignment of studying the compensation formula and fashioning a new payment formula was given to a seven-man committee composed of Messrs. Damm and McCollough, Raymond Welpott, WRGB Schenectady, Nathan Lord, WAVE-TV Louisville, Ky., E. R. Vadeboncoeur, WSYR-TV Syracuse, John Outler, WSB-TV Atlanta and Harold P. See, KRON-TV San Francisco.

First meeting of the committee was held Wednesday to explore the problem. When a new formula is developed, the stations will negotiate individually with NBC.

Officials of the new association expressed the view that the organization could initiate certain actions which NBC's Stations Planning and Advisory Committee cannot appropriately do, and that its formation should not be regarded as a reflection on SPAC. Activities will be channeled through SPAC. The association will meet at least twice a year, according to present plans.

Among those participating in the organization of the group were the following: Messrs. Damm, Welpott, Lord, Hoyt Andres, WKY-TV Oklahoma City; George M. Burbach, KSD-TV St. Louis; Frank P. Fogarty and Payson Hall, WOW-TV Omaha; Wilbur Havens, WTVR (TV) Richmond; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; R. B. Hanna Jr., and B. J. Rowan, WRGB (TV) Schnectady; Gaines Kelley, WFMY-TV Greensboro, N. C.

Robert Lemon, WTTV (TV) Bloomington, Ind.; Nathan Lord and John Boyle, WAVE-TV Louisville; Mitchell Wolfson and Lee Ruwitch, WTVJ (TV) Miami; Willard Schroeder, WOOD-TV Grand Rapids; Alvin D. Schrott and Frank P. Cummins, WJAC-TV Johnstown, Pa.; H. W. Slavick, WMCT (TV) Memphis; Allen Haid, WSPD-TV Toledo; W. E. Walbridge, WWJ-TV Detroit; Irving C. Waugh, WSM-TV Nashville; William Fay, WHAM-TV Rochester; A. M. Herman, WBAP-TV Fort Worth; John T. Murphy and Dwight Martin, Crosley Broadcasting Corp.; Campbell Arnoux and John Peffer, WTAR-TV Norfolk.

Jack Harris, KPRC-TV Houston; Joseph Baudino, Westinghouse Radio Stations; Martin Campbell and Ralph Nimmons, WFAA-TV Dallas; Ralph Evans and Ernie Savage, WOC-TV Davenport; John Hill, KOTV (TV) Tulsa.

MINNEAPOLIS BAN

Newsmen Protest Order

MINNEAPOLIS City Council last week issued a ban preventing cameramen of KSTP-TV there to take pictures of city employes on any city property without council permission after a protest by a union business agent.

The order, emanating from the council police committee, applies only to KSTP-TV, and followed a formal protest to the council by George Todd, business agent of Local 363 (AFL), representing state, county and city employes. He charged a cameraman and newsman from the station disturbed city laborers on the city wharves while taking pictures of an ice jam in the river.

KSTP-TV officials, as well as management of other local stations, believe the move is another flare-up from the two-year-old KSTP-TV union dispute with the International Brotherhood of Electrical Workers. The station, however, "is taking pictures as usual," one official said.

James Bormann of WCCO Minneapolis, president of the National Assn. of Radio News Directors, wrote a protest to Ald. George Martens of the police committee, saying his group was "seriously concerned" about the infringement of press freedom and free access to news.

He believes the decision "was taken without full consideration of all the points of view," and volunteered to appear before the police committee to explain the NARND position. The group has a regular meeting April 14, although a special conference may be called this week.

Biblical Brown

BIBLICAL formula for guidance of those contemplating erection of UHF TV towers was offered by Dr. George Brown, RCA research engineer, at NARTB Engineering Conference in Chicago. Using as his text St. Luke 14: 28, Dr. Brown quoted the passage as follows: "For which of you, intending to build a tower, sitteth not down first, and counteth the cost, whether he hath sufficient to finish it."

FAYE EMERSON SHOW

To Be Dropped by Pepsi-Cola

PROGRAM, *Wonderful Town* owned and produced by its star, Faye Emerson, will be dropped by Pepsi-Cola Co., according to a Thursday announcement by the company president, Alfred N. Steele, who attributed the move to "inability to obtain satisfactory time."

Sponsored by Pepsi-Cola since June 16, *Wonderful Town* is seen on CBS-TV at 9 p.m. EST Saturday. Miss Emerson has been backed by the sponsor since September 1950, and announcement bowed to her dignity and appeal in television performances and identified her personal efforts as "a contributing factor to sales growth."

It was understood that Miss Emerson's final appearance would be April 19. Pepsi-Cola was reported getting a new time slot, plus a new show, for the end of June.

Moore to CBS-TV

THOMAS W. MOORE, vice president and advertising director for Forest Lawn Memorial Park, Glendale, Calif., has been named to new post as head of West Coast sales office, CBS-TV Film Sales.

FEB. TIME SALES *TV Network Business Skyrockets—PIB*

CONTINUING its skyrocketing rise, network television in February did 80.1% more business than in the same month of last year, according to figures released last week by Publishers Information Bureau. Combined gross time sales of the four TV networks for the second month of 1952 equalled $14,786,047, compared with a gross of $8,210,629 for the same month of 1951.

Two-month 1952 total (January-February) was $29,857,606, against $16,763,262 for the like period of 1951, an increase of 78.1%, PIB reported. Correcting figures reported earlier [B•T, March 17], PIB gave the individual TV network January gross billings as: ABC-TV, $2,020,461; CBS-TV, $5,074,643; DuMont, $717,148; NBC-TV, $7,259,307—a total of $15,071,559.

Gross time sales for the individual TV networks are itemized in the following table:

	Feb. 1952	Feb. 1951	Jan.-Feb. 1952	Jan.-Feb. 1951
ABC	$ 2,120,911	$ 1,254,851	$ 4,141,372	$ 2,583,570
CBS	5,103,043	2,600,339	10,177,686	5,201,504
DuMont	748,544	406,079	1,465,692	841,606
NBC	6,813,549	3,949,360	14,072,856	8,136,582
Total	$14,786,047	$ 8,210,629	$29,857,606	$16,763,262

CODE REVIEW

Only Few Complaints

ONLY a trickle of complaints about the quality of TV programming and advertising has come to the NARTB TV code review board, it was brought out at board sessions held last week during the NARTB Chicago convention.

At a Wednesday afternoon code discussion, board members said the one-month period of code existence has been too short to bring much public reaction. J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, presided. Others taking part were Mrs. A. Scott Bullitt, KING-TV Seattle; Ewell K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee, Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., is in Europe.

Mr. Reinsch said the board is not "a super board of censors." Responsibility is clearly laid out in the code, he said. He referred station operators to the board's monthly bulletin. "Take that bulletin and flavor it with common sense," he suggested. He added that the seal "is the only real link between the code and the public. To the viewer, absence of the seal indicates absence of the code."

He complimented Thad Brown, NARTB TV director, for his management of the code project in its early days.

Answering a point raised by Clair R. McCollough, WGAL-TV Lancaster, Pa., a member of the NARTB TV board, Mr. Jett recalled instances of code complaints. In one case he said criticism had been received of lengthy coverage of an attempted suicide atop a Cincinnati building. He said a similar instance in Baltimore was covered by a two-minute film shot during a newsreel program.

Two questions that have come up in review board meetings, it was stated, centered around use of the seal in commercial programs and its use by networks. The board feels it is proper to use commercial identification in connection with the seal if it is presented in good taste, keeping the code symbol and call letters predominant.

In the case of networks, the problem of seal appearance on network affiliate station programs not subscribing to the symbol is not serious inasmuch as 90 stations are now subscribers.

Mr. Damm pleaded for cooperation. "Give us time to get organized," he said. Henry W. Slavick, WMCT (TV) Memphis, asked if the review board is interested in letters from listeners, drawing an affirmative reply. "We have many letters, particularly about religious and alcoholic matters," he said.

More than 19,000 copies of the TV code have been distributed.

PLANS have been made to televise *Life With Luigi* on CBS-TV using cast from CBS Radio version. Shows will originate from CBS Television City, L. A., this fall. Mac Benoff has been assigned to write and produce.

STATION LIMIT

Johnson Suggests Year Delay

FORGET about revising the TV multiple ownership rule for a year or so until the freeze is thawed and there are more stations on the air.

That, virtually, is what Senator Edwin C. Johnson (D-Col.) wrote to FCC Chairman Paul A. Walker last week.

In a letter dated March 31, the chairman of the Senate Interstate & Foreign Commerce Committee (which handles radio-TV legislation) admitted that raising the ownership limitation from its present five-to-a-single owner "might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?"

Senator Johnson answered his own question thusly:

"If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. . . ."

In another part of his letter, the Colorado Senator, who has actively interested himself in the freeze, color and other facets of TV, said:

"First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium."

Recommendation that the FCC revise its multiple ownership rules to permit one entity to own five VHF stations and any number of UHF stations was made by NBC last January [B•T, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

Sterling Suggestion

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to the five VHF they are allowed in order to get their backing for the new channels. Comr. Sterling made the recommendation in a speech to the Armed Forces Communications Assn. in New York in November 1951 [B•T, Nov. 5, 1951].

Following the NBC petition, seconding comments were filed with the FCC by:

ABC, which urged that any one owner be permitted five VHF and 2 UHF stations [B•T, Feb. 4].

DuMont, which urged five VHF and three UHF stations [B•T, Feb. 18].

Fort Industry, which urged that the limitation rule permit "not less than seven, including five or more VHF stations" [B•T, Jan. 28].

Group of seven Mountain States radio stations, which represented that no distinction be made between limitation on AM ownership, seven, and TV. The stations were KOPR Butte, Mont.; KUTA Salt Lake City; KGEM Boise, KIFI Idaho Falls, KWIK Pocatello, KLIX Twin Falls, all Idaho. [B•T, March 24].

National Appliance & Radio Dealers Assn., which claimed that retailers would benefit from the impetus given UHF through acceptance of the NBC recommendation [B•T, Jan. 28].

Opposition to lifting the limitation was expressed to the FCC by WVVW Fairmont, W. Va.; KIEM Eureka, Calif., and New England Television Co., applicant for TV stations in Fall River, Boston, Worcester and Springfield, Mass.; St. Louis and Kansas City, Mo., and Buffalo, N. Y.

On the FCC Rules book as a proposed amendment is a suggestion that one company be permitted to own in varying degrees more than five TV stations. The proposed amendment spells out degrees of ownership and the number of stations above the maximum that may be permitted. Same proposal spells out degrees of ownership to be permitted for one company to own more than the maximum of seven AM stations, six FM stations.

Text of Sen. Johnson's letter to FCC Chairman Walker follows:

During the past seven weeks I have worried a great deal about the petitions which have been filed urging revision of the Commission's multiple ownership rules which would authorize a licensee with the current limit of five VHF outlets to increase his holdings to include at least two additional UHF stations. It is said that such a concession would act as a powerful incentive in perfecting UHF for usage. I am pleased with the various steps which have been taken by the Commission and the industry to develop UHF. It is gratifying to learn that many engineers are now satisfied that high standards for UHF transmission and reception are just around the corner.

Perhaps revision of the multiple ownership rule might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands? To allot five VHF stations to one network is being most generous with the peoples' property, and it is very valuable property, too. How, in good conscience, can any network ask for more?

In any event, the monopoly problem which is inherent in the proposed revision of the multiple ownership rule should have very careful consideration by the Commission. A hearing on modification of the rule, at which time all parties would be permitted to submit comments, might develop some unexpected situations and facts.

At any rate, with all the difficult problems before it which the Commission must handle during the balance of this year, a postponement of this matter for a year or so would prove most salutary. Most of the United States does not have any kind of television. First things should come first, and the vital matter right now is the "lifting of the freeze" and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium.

I notice that some of the interests desiring to increase their TV network holdings are complaining that our current supply of electronic engineers is so short that any additional use of engineers would amount to a diversion of engineers from defense work and would seriously affect our defense production program. If there are no engineers to work on color television, how can they be spared for the proposed UHF development at this particular time?

If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested. I cannot see any harm in postponing action until next year when all phases of this problem can be explored and when the agenda of the Commission is not so crowded and so confused. I don't like the old rush act, and this proposal may prove to be just that.

TV BOARD

Swezey Elected Chairman At Organizational Meet

ROBERT D. SWEZEY, WDSU-TV New Orleans, was elected chairman of the television board of directors of the NARTB last Monday at the first organizational meeting of the new board elected earlier that day.

Clair R. McCollough, WGAL-TV Lancaster, Pa., was named vice president.

Also re-elected to two-year terms on the board were: Harold Hough, WBAP-TV Fort Worth; George B. Storer, Fort Industry Co. (WAGA-TV Atlanta, WJBK-TV Detroit, WSPD-TV Toledo and KEYL (TV) San Antonio), and Paul Raibourn, KTLA (TV) Los Angeles. Campbell Arnoux, WTAR-TV Norfolk, was re-elected for one year.

New members elected to one-year terms were: William A. Fay, WHAM-TV Rochester; Henry W. Slavick, WMCT (TV) Memphis; and Kenneth Carter, WAAM (TV) Baltimore.

The four networks reappointed their representatives to the board: Alexander Stronach Jr., ABC; Herbert V. Akerberg, CBS-TV; Chris J. Witting, DuMont Television Network, and Frank M. (Scoop) Russell, NBC Washington.

NEW TV BOARD of directors of NARTB is shown after election Monday. Seated (l to r): Harold Hough, WBAP-TV Fort Worth; Robert D. Swezey, WDSU-TV New Orleans, chairman; Clair R. McCollough, Steinman Stations, vice chairman; George B. Storer, Fort Industry Co. Standing (l to r): Chris Witting, DuMont Television Network; William A. Fay, WHAM-TV Rochester, N. Y.; Kenneth Carter, WAAM (TV) Baltimore; Paul Raibourn, KTLA (TV) Los Angeles; Alexander Stronach Jr., ABC; Henry W. Slavick, WMCT (TV) Memphis, and Campbell Arnoux, WTAR-TV Norfolk, Va. Two other network representatives on board, Herbert V. Akerberg, CBS-TV, and Frank M. Russell, NBC, were not present for picture.

The election was part of a TV membership business session that also heard a report from Thad H. Brown, NARTB manager of television operations and counsel to the TV board.

Mr. Brown outlined regulatory and legislative developments in which the association had taken active interest in the past year.

He said the NARTB could take credit for speeding the end of the TV freeze "by at least 18 months" by successfully petitioning the FCC to amend the Third Notice of Further Proposed Rule Making to permit written rather than oral testimony in allocations hearings.

Campaign Is Success

The membership campaign of the past year paid off handsomely, said Mr. Brown. As of the 1951 NARTB convention, membership totaled 55 TV stations and two networks. Last week it included 88 stations and all four networks.

The NARTB soon will distribute questionnaires to members soliciting their opinion on several proposals to request an updating of FCC rules and regulations affecting TV operation.

He said some of the rules, inherited from AM operating rules and applied to TV without adaptation, needed revising to make them more compatible with TV operation. He said the FCC had advised the NARTB it was receptive to suggestions on this problem.

'Culture' Competition

TELEVISION is cutting into the advancement of culture in Atlantic City, a teachers group says. Samuel Gillingham, program chairman of a winter program series sponsored by the Atlantic City Teachers Assn., blamed television for a $1,100 loss suffered by the series during the past year. He said he will recommend discontinuing the programs which are made up of lectures, dances and music, designed to further cultural entertainment in the city.

NATO TV PLAN

Movement Gathers Momentum

A MASTER global TV plan to span all NATO countries—initially revealed on Capitol Hill last year in connection with a proposed "Vision of America" project—is gathering momentum under the relatively unpublicized leadership of three U. S. communications pioneers.

Envisioned in the vast international communications blueprint are varied services—radio relay systems, television networks, AM and FM broadcast stations and facsimile—with international television as the key activity.

The promulgation of international TV is being carried out on the basis that foreign countries accept U. S. video standards (525 lines, 60 fields, 6 mc) and finance installation of equipment.

Aside from the electronics aspect, there are other facets which invite interest, among them:

- The prospect of entertainment and cultural programs on an exchange basis among foreign countries—and between those nations and the United States.
- The potentiality of sponsorship by U. S. industrial firms with a stake in foreign markets, acting through their respective advertising agencies.
- The possibility of program originations overseas and concomitant interest of Hollywood film and stage entrepreneurs in this fare.

Who are the progenitors and primemovers behind this vast new concept?

The global TV plan originally was brought to light on Capitol Hill by Sen. Karl E. Mundt (R- S. D.), co-author of the Smith-Mundt Act setting up the U. S. information program and father of a proposed Vision of America to complement the U. S. overseas radio arm. Plans laying the groundwork for a TV network among members of the North Atlantic Treaty Organization, with installations initially in Turkey, were exclusively detailed by Sen. Mundt to BROADCASTING • TELECASTING last year [B•T, July 30, 23, 1951].

Sen. Mundt has been working with the State Dept., military authorities and foreign embassy delegations in Washington, as well as Japanese communications officials on the feasibility of such a plan. They all expressed interest.

But the actual groundwork—diplomatic, engineering and electronic—has been laid by authorities with varied backgrounds. These men are: Maj. Henry F. Holthusen, a New York lawyer-diplomat-educator, who spearheads the mission, lending the diplomatic approach; William Halstead, a consultant associated with Murray Crosby, Crosby Labs. Inc., Mineola, N. Y., and co-builder of the New York State Rural Radio Network; and Dr. Walter Duschinsky, also with Mr. Crosby, a planner for UN TV facilities, who designed WWJ-TV Detroit studios. Messrs. Crosby, Halstead and Duschinsky are partners in Telecommunications Consultants Inc.

State Dept. Adviser

Maj. Holthusen also is counsel for American electronics firms, and was instrumental in laying the groundwork for the Voice of America. He consults periodically with the State Dept.

Planning for this vast global project was laid before the Senate last week by Sen. Homer E. Capehart (R-Ind.). He inserted into the *Congressional Record* copies of an article and editorial appearing in *Television Opportunities* magazine.

The editorial noted that, under the leadership of the Holthusen-Halstead - Duschinsky triumvirate, Japan had officially adopted U. S. TV standards. A bylined article by Lawrence Levey, was titled "Pathfinders for Telecommunications Blaze Tele Trails Through Europe and the Middle East."

As a result of a trip by this delegation to Japan last fall [B•T, Nov. 19, Sept. 3, 1951], the Japanese Radio Regulatory Commission Feb. 16 issued a license to the Nippon National Television Network Corp. to operate a 22-station TV network on U. S. TV standards. Mr. Halstead supervised network plans and Dr. Duschinsky studio planning. Japanese industry is sustaining the cost of installation and maintenance.

According to the editorial, two other conditions were prescribed by the New York group: Conduct of the network on private enterprise principles and permeation of network operation with the "democratic way of life." Commercial radio operation also has been authorized in Japan.

"They said it couldn't be done . . . Yet, all these obstacles were overcome by the electronic mission . . . Never has a new industry been launched on an international scale with such brilliant omens for better global relations, economic and otherwise," *Television Opportunities* remarks.

Having completed the Asiatic phase, the electronics mission then visited Turkey, Egypt and the Philippines. Since the plan was conceived, Turkey has become a member of NATO with the result that certain difficulties have been minimized.

According to Mr. Levey, these are the next steps:

The master global TV plan, embodying 11 services, but stressing TV, will span all NATO countries. It will be—100 percent—a radio relay telecommunications system combining multichannel telephone, telegraph, teletype, facsimile, FM and AM broadcasting, and TV. It will be similar to the present microwave relay now in successful operation in the United States, stretching from coast to coast, and built by the American Telephone & Telegraph Co.

The plan will provide a completely integrated telecommunications system extending nearly 2,400 miles between London, England, and Ankara, Turkey, eventually reaching east in the direction of Asia. Military and governmental authorities, here and abroad, have knowledge of the plan, which would provide a thoroughly reliable network service, 24 hours a day, for the 14 countries in NATO, and adjacent territories. Top world communication experts have expressed their unqualified enthusiasm for the plan.

The plan reportedly has been broached at Gen. Dwight Eisenhower's SHAPE headquarters [B•T, Sept. 3, 1951].

The original TV concept envisioned installation of video outlets in Turkey first at a cost to the U. S. of between $3 million and $4 million and completion of the entire project at between $30 million and $40 million. This includes transmitters, network relays and large receivers. These funds were to be made available through Congressional allocations or, in the longer range, through American advertising firms or an advertising foundation. This concept has been abandoned.

On the basis of the Japanese success, the electronics mission is furnishing the blueprint and advice and local countries the money for putting the project on a working basis. Mr. Halstead feels that "for global TV to exist and thrive, a one-world approach is necessary."

The Mundt plan envisioned manufacturers banding together under a foundation to buy time on overseas TV stations to merchandise their wares. Advertisers would receive their money back in sales revenue in an "entirely new approach to advertising on an international scale."

In return for blueprinting and

CONSTRUCTION

NPA's Fowler Gives Assurance

HENRY H. FOWLER, National Production Authority administrator, told the NARTB meeting Tuesday that materials controls would be eased enough to permit construction of new television stations "on a fairly regular scale."

Mr. Fowler's announcement, made during a speech on the general subject of the Controlled Materials Plan, confirmed earlier reports that NPA intended to approve new TV construction after the FCC freeze is lifted [B•T, March 24].

Though he emphasized that copper would remain in short supply Mr. Fowler said structural steel for building TV stations would be in good supply. He said he could not give assurances that "every application" would be "immediately approved." but he did think "the situation on approvals can be characterized as reasonably unfrozen."

DuMONT FILMS

Summer Rates Offered

FILM distribution department of DuMont Television Network last week undertook a special promotion drive involving special summer rates and bonus arrangements as well as merchandising material published in booklet form as *Summer Hiatus*.

Department offers special rates during June, July and August, ranging from 15 to 50% off regular film prices. In addition, a free feature-length film will be given with every purchase of the 13-program *Illustrious Feature Films* package as well as with every booking of the 15-minute *Pathe Hy-Lights*, human interest series. DuMont is also distributing mysteries, dramas, and the new 15-minute *Streamlined Fairy Tales*, an animated series produced especially for video.

The *Summer Hiatus* brochure —distributed to more than 1,000 agencies, sponsors and station managers to help them fill summer time spots with top quality films—provides promotion ideas, selling tips, and merchandising aids, all focused on DuMont's film department project.

CBS-TV SHOWS

Sunday Cuts Are Made

CBS-TV is dropping its Sunday afternoon program service, effective April 20, when it will begin feeding programs to its TV affiliates at 5 p.m., leaving the earlier hours free for local programming.

Move was officially unexplained by CBS-TV but was generally attributed to a variety of causes—advent of the baseball season with many TV stations preferring to telecast ball games on Sunday afternoons instead of network programs, preference of other stations for NBC-TV's commercial programs over the CBS-TV sustainers and the always good reason of "economy."

The one commercial on the CBS-TV Sunday afternoon schedule, *See It Now*, sponsored by Aluminum Co. of America, will move on April 20 from its current time of 3:30-4 p.m. to 6:30-7 p.m. The *Sam Levenson Show*, now in that spot, will be transferred to Tuesday, 8-8:30 p.m., following the withdrawal of the *Frank Sinatra Show* which was unable to weather the competition of Milton Berle on NBC-TV and Bishop Fulton Sheen on DuMont.

Program for the second half of the 8-9 p.m. hour on Tuesday is not set, but it will not be *Out There*, science fiction series which had been considered for the full hour.

Realignment of other Sunday CBS-TV shows will put *Lamp Unto My Feet* at 5-5:30 p.m. (from 5:30-6 p.m.); *What in the World?* at 5:30-6 p.m. (from 4:30-5 p.m.); *Man of the Week* at 6-6:30 p.m. (from 5-5:30 p.m.). *Mr. I Magination*, now in the 6-6:30 p.m. Sunday period, will move April 19 to Saturday, 1-1:30 p.m. None of these programs is sponsored.

Three other CBS TV sustainers now broadcast Sunday afternoon are being discontinued, for the present, at least: *Where Do You Stand?* (now on at 2:30-3 p.m.); *Quiz Kids* (3-3:30 p.m.); *Columbia Workshop* (4-4:30 p.m.).

financing the installation, the U. S. would buy times commensurate with Turkish programming hours on these stations. The programs would be cultural and educational in nature.

Mr. Levey notes that since "sponsorship is a required corollary to TV," manufacturers who advertise in foreign countries "would doubtless sponsor program series and shorts on an intercountry, worldwide scale." Some 300-plus ad agencies represent clients in the U. S. who advertise abroad (as much as 90% overseas), Mr. Levey notes, and such a plan would stimulate trade.

Other points made in the magazine article:

- Global TV would make possible "rapid transmission by FM of the new techniques of facsimile." Material facsimiled would augment TV.
- Europe is beset with lack of cohesion and uniformity in radio broadcasting. "Regional TV and FM stations atop mountains, as outlined in the Master TV plan would, of necessity, bring uniformity, better reception in homes. . . ."
- Air and surface transportation can be enhanced through use of conventional VHF.
- "Electronic experts believe that before long there will be telecasting on an international scale," with Latin and Central American countries joining the U. S. and Canada in a Latin American network.
- There is great need for "world adoption of U. S. technical standards."
- Six or seven program TV recording points could be located strategically for kinescoping or originating programs—a "solution" for Hollywood, producers, sponsors and advertising agencies.
- "Large-screen TV, on a global basis, is also in the offing. . . . Universal televising of feature films in world theatres would augment grosses of film producers, stimulate production. . . ."
- The global TV project will help unify NATO nations, assist electronic industries of other countries and open up avenues of employment, according to Maj. Holthusen.
- Other countries need only apparatus and guidance from the world's leader in electronics—the U. S.—to receive "democracy's message" and better their own welfare.

MGM TV Test

METRO-GOLDWYN-MAYER, in keeping with plans announced in mid-March [B•T, March 24], on a test basis and to promote its new movie *Singin' in the Rain*, has started using a schedule of one minute and 20-second filmed commercials on TV stations in 10 key cities. They include Memphis, Nashville, Providence, Richmond, Rochester, Syracuse, Toledo, Buffalo, Dayton, Houston and Indianapolis. Agency is Donahue & Coe, New York.

Motorola Seeking

MOTOROLA Inc., Chicago, manufacturer of radio-TV sets, is in the market for a 26 half-hour TV film series. Top dramatic talent is wanted, in addition to a narrator-m.c. Agency for Motorola is Ruthrauff & Ryan, Hollywood.

HILL TELECASTS

Who Will Pay, Celler Asks

CHAIRMAN Emanuel Celler (D-N. Y.) of the House Judiciary Committee warned that "there would be compulsion for payment somewhere" if TV covered sessions and committees of Congress, in a simulcast March 30 of the *American Forum of the Air* on NBC (Sunday, 2:30-3 p.m.).

Rep. Celler's remarks were contained in "comment" on a portion of a BROADCASTING • TELECASTING editorial read to him on the program by Producer-Moderator Theodore Granik. The editorial said "the great goal of the future . . . must be the admission of radio and television to all public meetings of the Congress, on a basis of equal access with the press." It also pointed out that in the "truest sense" it would mean "the admission of the public to public meetings, on a scale made possible only by the miracles of radio and television" [B•T, March 3].

Rep. Celler appeared on the program in debate with Sen. Charles W. Tobey (R-N. H.) on the question, "Should Congress Be Televised?" His answer to Mr. Granik's query follows:

With reference to that, the government, for example, does not subsidize the newspapers that cover the proceedings and the government does not subsidize the radio; but, when it comes to television, there would be compulsion for payment somewhere.

The government would not pay. The telecasters would be paid. Now, if you are going to subsidize the telecaster industry, then subsidize the newspaper industry that covers the proceedings; subsidize the radio people that cover the proceedings.

Sen. Tobey interjected: "The newspapers are subsidized now. They get free postage."

Question of sponsorship was in the chief argument made by Rep. Celler, who admonished: "I do not want to make a speech on the floor and before a speech have some commercial saying I should take a laxative."

Sen. Tobey quipped: "That might be true. You might need it."

Rep. Celler questioned whether telecasting of congressional investigatory hearings may not be invading rights of witnesses. An example of holding the witness up to ridicule and trying him by the public rather than by the courts was the Kefauver Crime Committee, Rep. Celler intimated.

Sen. Tobey, who served on the crime-busting committee, took exception. The Republican said he thought the gist of his argument is that "televising hearings is merely another form of reporting the hearings. . . . If the reporters can be there with their notebooks and take down the facts and put in their own words in the paper the next morning, why should not the people in the humble homes of America have a chance to see these things graphically portrayed before their own eyes, through the miracle of television. . . ."

TV FILM SYSTEM

Unveiled at Convention

NEW TV film system to be available commercially in from 18 months to two years was unveiled to NARTB delegates Monday during the Chicago convention.

The 16mm system combines advantages of the flying spot scanner TV system with continuous motion film for commercial stations, according to James B. Tharpe, national sales manager of DuMont's transmitter division. The system is being shown in advance to give broadcasters planning TV stations a chance to plan their operations "without fear of obsolescence," he said.

According to the DuMont description of the system, the flying spot tubes in DuMont scanners are far advanced. The scanners are said to require no shading or adjustments and no critical accessories as back and rim lights. In addition, they are described as gamma corrected for gray scale. Other claims include lack of intermittent film movement, use as a film recorder and adaptability to color TV.

Broadcasters and engineers alike agreed that the new system constitutes the greatest advance in TV film techniques made to date and that it might be the answer to the kinescope quality problem.

20TH CENTURY-FOX

Entering TV Production

ALTHOUGH emphatically denied, 20th Century-Fox Film Corp., one of the major holdouts on video, is reported organizing a TV film production and distributing subsidiary.

New company will not release any of the studio's current or past motion pictures to TV because of possible exhibitor reprisal, but will concentrate on making commercial spots and films to order for advertisers, BROADCASTING • TELECASTING was informed. Distribution setup will be carried through with FCC freeze lifting when more TV stations are in operation.

To keep TV subsidiary separate from 20th Century-Fox, outside studio space will be acquired, it was said.

Six-Week Seminars

SAMUEL GOMPERS Trades School, San Francisco, on recommendation of the TV Trade Advisory Committee, will sponsor two six-week video seminars, to begin April 21-22, it was announced last week. Most sessions will be held at the school itself. Demonstrators and lecturers will be from San Francisco television stations and allied industries. Initial courses are limited to those employed in TV and those referred to the school by management or unions as prospective TV employes. Enrollment will be by mail, using special postcards which are in the hands of union officials and supervisor at each TV station. There is no charge for instruction at the sessions.

PARIS TV MEET

UNESCO Advisers Attend

DAVIDSON TAYLOR, NBC-TV general production executive, and two other members of a UNESCO advisory committee left New York last week to attend an international TV meeting in Paris starting today (Monday).

They will confer with representatives of nine countries on the importance of television as a medium of communications. Meeting will be held April 7-12, the first such international conference under UNESCO auspices.

Other committee members are Richard B. Hull, director of WOI-TV Ames, Iowa, and Robert B. Hudson, Urbana, Ill., TV consultant to the Ford Foundation's Fund for Adult Education. The three members are representative of a major TV network, a university which has experimented in educational TV and a research institution which has studied influence of TV on society, UNESCO pointed out.

They were chosen by UNESCO from a 13-member advisory group "in recognition of the advanced development of television in this country," according to Luther Evans, Librarian of Congress and chairman of the U. S. National Commission for UNESCO, who made the announcement in Washington, D. C.

Purpose of Meeting

Purpose of the meeting is to furnish a forum for exchange of views among experts of countries which have experimented with video or plan to launch TV service. UNESCO is exploring ways in which television can be developed internationally for education, science and culture.

"Television itself is no panacea for achieving [these things] by means of the cathode ray tube. It has to be judged against the older-established methods of press, film and radio, and invoked only where it seems likely to secure a better result," a UNESCO statement explained. Even so, it was conceded that TV "has to be ranked with the older mediums . . . as an influence on the public that can be used to aid international understanding, or to impair it . . ."

UNESCO said it plans to concentrate on objectives which would help individual TV organizations rather than on large-scale projects by UNESCO itself.

On the agenda are questions of international TV program exchange, involving standards of definition and film; methods of circumventing language barriers, tax and customs laws, export regulations, copyright and contractual rights, and censorship or moral codes.

LONG DISTANCE TV

Marks 25th Anniversary

TODAY, Monday, April 7, is the 25th anniversary of long distance television.

On April 7, 1927, Herbert Hoover, Secretary of Commerce, in Washington, was seen and heard in New York by Walter S. Gifford, AT&T president, and an audience of about 50 scientists and newsmen in the first public demonstration of simultaneous intercity transmission of voice and image.

The signals were received on two receivers, one with a picture 2x3 inches, the other 2x3 ft.

The Hoover-to-Gifford conversation was carried, sight-and-sound, over telephone wire facilities of AT&T's long lines department. The second half of the demonstration, a telecast vaudeville show, reached New York by radio from its point of origin in the Bell Telephone Labs in Whippany, N. J.

The first intercity TV program, forerunner of today's nationwide video program service, was a milepost in a continuing program of research and development carried on by Bell Labs with the goal of paralleling for vision what had already been done for voice in long distance telephony. Dr. Herbert E. Ives, director of electro-optical research for Bell Labs, was in charge of the project, which stemmed from intercity still picture transmission that the laboratories and long lines department had first demonstrated in the summer of 1924.

Sight, Sound on One Band

Within ten days of the Washington-to-New York demonstration, on April 16, 1927, AT&T transmitted both image and sound on the same frequency band by a single radio transmitter from Whippany to Bell Labs in New York. Two years later, May 23, 1929, AT&T filed the original patent application for coaxial cable, to be used as a wideband long distance transmission medium for both TV and telephony.

The next spring, April 9, 1930, two-way sight-and-sound communication was publicly demonstrated over a two-mile connection between special booths between AT&T headquarters and Bell Labs in New York. This demonstration was continued for more than a year.

In the mid-30's AT&T installed a coaxial cable link between New York and Philadelphia over which TV images of 240 lines were transmitted on Nov. 9, 1937, a year after the cable had first been tested for multi-channel telephone use. On May 21, 1940, video pictures of 441 lines, using a frequency band of 2700 kc, were transmitted over the cable from New York to Philadelphia and back to New York, nearly 200 miles. A month later the Republican National Convention in Philadelphia was televised and transmitted over the cable for broadcast by NBC's experimental TV station in New York.

First intercity TV transmission of 525-line pictures (present standard) occurred on Dec. 1, 1945, when the Army-Navy game from Philadelphia's Municipal Stadium was sent to New York for broadcast there. Two months later, Feb. 12, 1946, Lincoln memorial services in Washington were transmitted to the New York transmitters of CBS, DuMont and NBC in a pooled telecast that inaugurated TV service between New York and Washington via coaxial cable. April 19, 1946, marked the first intercity color transmission over coaxial from New York to Washington and back—450 miles—in tests of the CBS color system.

Boston Completed Network

TV transmission between New York and Boston over a 4,000 mc radio-relay system was launched experimentally on Nov. 13, 1947. This, plus the New York-Washington coaxial system, formed the Bell System Eastern TV Network. On May 1, 1948, commercial intercity TV service was authorized; on Sept. 20 the Bell System Midwestern TV Network opened; on Jan. 11, 1949, the eastern and midwestern networks were united to connect TV stations from Boston to St. Louis. Augmenting the coaxial connections, a New York-Chicago microwave radio-relay system was put into service Sept. 1, 1950.

Coast-to-coast TV was inaugurated with telecasts of the opening of the Japanese Peace Treaty Conference in San Francisco, Sept. 4, 1951, and on Sept. 29, 1951, the first commercial transcontinental TV program was aired. Of the 66 cities with TV stations, 54 are already linked via Bell System facilities and eight more will be added in time for them to receive the telecasts of the national political conventions in Chicago this July, leaving only four of the country's 108 TV stations without interconnective TV network service.

SAM GOLDWYN (l), movie producer, and Edward R. Murrow, editor of CBS Television *See It Now*, watch filming of a scene from forthcoming movie, "Hans Christian Andersen." Documentary report on the film will be shown April 13 over *See It Now*, 3:30-4 p.m.

TV STAFFS

Help New Stations Train, Jett Suggests

A SUGGESTION that present television broadcasters help new ones to train staffs was made last week by E. K. Jett, vice president and director of television, WMAR (TV) Baltimore.

Appearing on a television management panel Wednesday morning at the NARTB convention, Mr. Jett said that unless the 108 stations now on the air provide assistance to new stations that will spring up in numbers after the lifting of the freeze, the present stations will find their own staffs raided by new telecasters seeking trained personnel.

The question of how to recruit personnel for the expanding telecasting industry was one of several dealt with by the management panel under the chairmanship of Dwight Martin, vice president, WLWT (TV) Cincinnati.

Most of the panel members, all of whom are operating telecasters, said they acquired their own staffs mostly from radio backgrounds, and by various means gave them the additional instruction necessary to adopt their talents and training to TV.

As new TV stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAZ-TV Huntington, W. Va.; Willard Walbridge, station manager, WWJ-TV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach with all five. The agreement is in the form of a letter to which all are signatory guaranteeing that no work stoppage will ensue from any jurisdictional dispute.

He suggested that other telecasters who were obliged to deal with so many labor groups might try to get a similar agreement.

Richard P. Doherty, employe-employer relations director of NARTB, said that all new telecasters would be well advised to do their utmost to keep the number of unions with whom they had contracts to a minimum.

As insurance against jurisdictional conflicts, Mr. Doherty suggested that telecasters try to keep all technicians within one union and seek long-term contracts with that one union to discourage encroachments by other unions.

Mr. Doherty also had a suggestion for operators of combined AM-TV properties. He said there was a growing tendency among technical unions to seek common seniority clauses in contracts covering both AM and TV technicians.

The danger in these, he said, was that if the broadcaster ever wished to reduce personnel on his AM station, he might have difficulties if technicians there had seniority over those at the TV station.

The panel members reported they followed policies of rotating technical personnel among most jobs within technical operations, to avoid attaching particular specialties to any. This is another protection against attempts at encroachment by other unions, and it also gives management greater flexibility in assigning personnel.

KHJ-AM-TV ELECTIONS

IATSE, IBEW Beat NABET

BY VOTE of 7 to 1, IATSE became bargaining agent for production-program department personnel of KHJ-TV Hollywood in an NLRB supervised election contest with NABET on March 27 [B•T, March 10].

IATSE was chosen representative for makeup and scenic artists, set erectors, stage hands, construction workers, sign painters and lighting men. One vote was challenged by NABET on the ground that the voter was not on the original list of names submitted.

IBEW Local 45 was named bargaining agency for engineers and technicians of KHJ-AM-TV the following day when 36 votes were cast in its favor as against 18 for NABET. There were two "no union" votes. Latter election also was NLRB supervised.

TVA ELECTS ON COAST

Manning Succeeds Carpenter

KNOX MANNING, TV actor and moderator, KTTV (TV) Hollywood, was elected permanent chairman of West Coast section of national board of TV Authority last Monday. He succeeded Ken Carpenter, Hollywood radio-TV announcer, who resigned.

Elected to the West Coast board of directors by the membership were Lee Hogan, star of KNBH (TV) Hollywood *Lee Hogan Presents;* Peter Prouse, radio-TV actor and former West Coast executive of TVA; Vincent Price, TV-stage-film star; Lee Millar, radio-TV actor. They will serve for an indefinite period until the future of TVA is settled.

In Philadelphia more people tune to WPTZ than any other TV Station

When ARB measured the TV viewing habits of Philadelphians *for the entire year of 1951*, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations *combined!*

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

BRINK RULING

Upsets TV Movie Royalty

BREAKDOWN of the AFM 5% royalty formula and re-recording fees for use of sound tracks of old movies released to television is seen if a ruling made March 28 by U.S. referee-in-bankruptcy Benno M. Brink is sustained.

Mr. Brink ruled that four theatrical feature films recently returned to George and James Nasser by United Artists through court order can now be released to TV without payment of the royalty formula and re-recording fees, but said AFM might seek damages it estimates are caused by recording of the sound track.

The ruling came when Mr. Brink refused to grant at AFM request an injunction restraining the brothers from selling the films to video unless union demands were met [B•T, March 17]. An upholding of the opinion possibly could see other Hollywood film producers following footsteps of the Nassers in releasing old films to television.

Mr. Brink said the 5% royalty demand was unreasonable since no percentage provision was provided in the original contract, and that an "agreement to agree" in the producer-AFM contract before the films were sold to TV was merely so stated and its ambiguity made it unenforceable.

He said the injunction could not be granted because AFM held no actual interest or property rights in the films, having failed to record any liens against them. The injunction would be inequitable, he said, because it would give AFM "a powerful weapon which in effect would require the producers to agree to any terms prescribed by AFM."

Mr. Brink said any damages sought by AFM could be estimated at prevailing rates of pay for musicians who would actually re-record the sessions demanded. An AFM appeal was expected.

Although AFM might be "deemed" to have a form of lien or mortgage against the film when the sound track is recorded, union failure to record it as provided for under California law voids any interest on its part in the pictures, Mr. Brink said. AFM attorney Leonard Horwin was granted an extension of time for reviewing the findings and the Nassers' attorney, George T. Goggin was given 10 days from filing date to answer.

KRON-TV GRANTED

Directional Antenna

KRON-TV San Francisco has become the second TV station in the country to get FCC permission for a directional antenna. The only other directional pattern used by a TV outlet belongs to WNBK (TV) Cleveland.

Directional TV operation is usually not permitted by the Commission, but KRON-TV showed that its coverage could be increased at no loss to areas now receiving service. This is the only change from omni-directional operation which the FCC allows. The Commission will not permit the use of a directional antenna to squeeze in another channel to a community.

WNBK (TV) at Parma, Ohio, was permitted to change its coverage from a circle-like area, which would waste half the signal over Lake Erie, to a directional pattern in order to cover Akron and Northern Ohio more effectively.

At the same time KRON-TV switches to its DA, its ERP will be reduced from 14.5 kw visual to 9.6 kw visual.

AFM 5% DEMAND

Elimination Requested

ELIMINATION of AFM demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment for re-scoring of those films, have been asked for by Independent Motion Pictures Producers Assn.

J. E. Chadwick, head of IMPPA revealed last week that his group requested James C. Petrillo to name a special committee to re-negotiate AFM demands in Hollywood "where the producers reside and where facts are more obtainable."

Request was based on the decision handed down by U. S. referee-in-bankruptcy Benno M. Brink in the George and James Nasser vs. AFM hearing (see story this page.)

Mr. Chadwick pointed out that the referee-in-bankruptcy scored the looseness of the current contract calling for TV negotiations at a future time on uncertain conditions.

"It is well to understand that in the future the producer-musician agreements must be specific and conclusive," Mr. Chadwick said. "At this time it is evident that the entire matter has to be re-negotiated."

INTERCONNECTION

Eight More Cities July 1

SEATTLE, Phoenix and Albuquerque. Those are the only cities which won't be TV-interconnected after July 1, when 104 of the 108 U.S. television stations will be able to receive instantaneous network service—including live coverage of the political conventions in Chicago [B•T, March 24].

On July 1, AT&T Long Lines Dept. will interconnect eight additional cities, bringing the total number of cities on the coaxial cable or microwave relay to 62 [B•T, March 24]. This number includes six cities interconnected with privately-owned radio relay microwave facilities — Lansing, Grand Rapids and Kalamazoo, Mich.; Bloomington, Ind.; Nashville, Tenn., and Huntington, W. Va.

The eight cities to be interconnected by AT&T in time for the political conventions are Miami, New Orleans, Dallas, Fort Worth, Houston, Oklahoma City, Tulsa and San Antonio.

Dallas and San Antonio will have two-channel service before the end of the year. The other six cities will have single channel circuits. Facilities for the eight southwestern cities were originally scheduled for the end of the year, but completion dates were moved up to meet the July political convention dates.

AT&T has no plans for interconnecting Seattle, Phoenix or Albuquerque this year. Of the three, Phoenix might be interconnected by year's end if interconnection is ordered by a network, since it is on the southern transcontinental coaxial cable. Albuquerque is 330 airline miles from Phoenix. There is also a coaxial cable running northward on the west coast from Sacramento to Portland, Ore. This could also be adapted for TV, but facilities from Portland to Seattle would have to be installed. Seattle is 145 miles from Portland.

Actually, there are two other TV cities not interconnected. They are Newark, N. J. (which is considered part of the New York area) and Brownsville, Tex. Brownsville's TV transmitter, however, is in Matamoros, Mexico, and the AT&T has had no discussions with the Mexican authorities.

AT&T radio relay link between Washington and Charlotte was put into service April 2 for telephone use, with TV service to be available when it is fully developed. Link is final section of a $6 million project connecting Washington, Charlotte and Atlanta. The Charlotte-Atlanta leg was opened for phone-TV service March 17.

VIDEO-EQUIPPED automobile, one of few in world, is driven along sea drive in front of Havana's Morro Castle. Antenna is attached to rear bumper with 13-inch screen under dashboard, tilted upward toward seat next to driver. Car is owned by Mike Alonso (left), UP Havana correspondent.

Political Audience

SIXTY million persons—approximately 40% of the U. S. population—will be able to attend this summer's Presidential conventions via television, Sig Mickelson, CBS-TV director of news and public affairs, estimated in a speech at New York's Freedom Sales Rally for Westinghouse Electric Corp., CBS convention coverage sponsor.

MBS MEETING

Hears Television Plans

TELEVISION services being planned by MBS will offer "in many respects" the same programming advantages to small and large video stations "as are enjoyed" by Mutual radio affiliates, according to Thomas F. O'Neil, MBS board chairman [CLOSED CIRCUIT, March 31].

At a meeting of the Mutual Affiliates Advisory Committee in Chicago March 29 prior to the NARTB convention, Mr. O'Neil said studies to develop Mutual's TV service are now under way. It was his first meeting with the group since General Tire and Rubber Co. acquired a controlling interest in Mutual.

He expressed satisfaction with the manner in which Mutual, under President Frank White, "is fulfilling more than ever its primary obligation to the affiliated stations."

MBS network representives present included: Mr. White; William H. Fineshriber Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, public relations and research, and Charles Godwin, Robert Carpenter and Roy Danish, station relations executives.

Advisory committee members included: Gene Cagle, KFJZ Fort Worth, chairman; John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; E. J. McKellar, KVOX Moorhead, Minn.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRC Louisville; Fred Wagenvoord, KCRG Cedar Rapids, Iowa; and Jack Younts, WEEB Southern Pines, N. C.

Materials

(Continued from page 32)

num they will receive for the third and fourth quarters. While estimates for each metal are earmarked below current levels, manufacturers were assured they will receive sufficient allotments to meet industry goals and civilian demand for AM-FM-TV receivers this year. Set demand currently is being met and inventories of TV receivers are good for a two weeks' supply.

Manufacturers reported a serious shortage of senior engineers, draftsmen and semi-skilled technical help. Some firms are using up to 85% of engineering personnel on military orders, it was reported. Lowest level is 35%.

It was emphasized that military orders are not being delayed, however, for lack *per se* of engineers-technicians. Greatest bottleneck, set makers reported, is in fulfillment of orders for component parts because of the long lead-time requirement.

J. A. Milling, chairman of the Electronics Production Board and director of NPA's Electronics Division, who sat in as an observer, told the set group that industry could use at least 1,500 more highly-skilled technicians and that some companies are training semi-skilled junior engineers (processing, testing help) for senior positions.

Mr. Milling said the military electronics program was valued at $1.5 billion as of last January and now is at a going rate of $2.5 billion for mid-1952 and $3.5 billion by next January.

Set-makers will receive the following allotments for the third quarter: 55% of carbon and alloy steel (compared to 50% for the second quarter); 35% of brass (now 30%); 40% of copper wire (35%), and 45% aluminum (now 30%). Despite these and earlier cutbacks, industry has maintained high set output through conservation and substitution under impetus furnished by Radio-Television Mfrs. Assn.

At another conference March 26, under chairmanship of Ralph C. Donovan, NPA General Components Division, magnet manufacturers reported active support of a program to reclaim scrap grindings. Cobalt, nickel and other scarce materials are being re-used. These firms turn out permanent magnets for radio-TV loudspeakers, radar systems and atomic research.

The industry advisory committee also discussed further reclamation of permanent magnets from magnetron tubes, with the Air Force lending active aid by channeling magnets back to suppliers for re-use of materials. Group also suggested standardization of magnets in these tubes to conserve materials and manpower. NPA promised to take it under advisement.

RTMA TUBE DATA

Small Size TV Is Down

SUBSTANTIAL slump in sale of small radio-TV receiving tubes from a year ago and data on size of TV picture tubes sold to receiver manufacturers last February was reported by Radio-Television Mfrs. Assn. Friday.

Receiving tube sales for February 1952 reached 28,262,407 units valued at $19,923,287 compared to 36,821,794 units in the same month last year. Breakdown showed sale of 26,107,782 entertainment-type tubes and 2,154,625 allied or non-entertainment tubes for last February.

Of the 28.2 million units, 17,608,-162 tubes went into new equipment, 6,623,798 for replacements, 1,153,-270 for export and 2,877,177 to government agencies.

The TV picture tube report was highlighted with disclosure that, for the first time, tubes rectangular in shape and sized from 18 inches up represented over half of purchases by manufacturers. A year ago they represented only 6% of all sales.

RTMA reported that 53% of the tubes fell in this category. Units sold were estimated at 330,-431 with value of $7,715,256.89 compared with 634,080 tubes at $17,555,375 the same month last year. Sales for January-February 1952 now stand at 670,623 tubes with value of $15,407,115.27, RTMA noted.

GETS 'ALICE' FOR TV

Crown Pictures Buys Rights

CROWN PICTURES International, Hollywood, has acquired exclusive TV distribution rights in the western hemisphere to Lou Bunin's feature film, "Alice in Wonderland." Negotiations, representing several hundred thousand dollars, were completed last week by Maxwell J. Fenmore, president and general counsel of CPI, and Henry Souvaine of Souvaine Selective Pictures, France.

Feature, filmed in 35mm color over a period of five years and combining animated puppets with live cast of English actors, will be offered for national sponsorship this year only as Thanksgiving and Christmas programs.

Crown Pictures, formerly known as Exclusive Distributors Inc., has already subtitled prints of the film in Spanish for South American distribution.

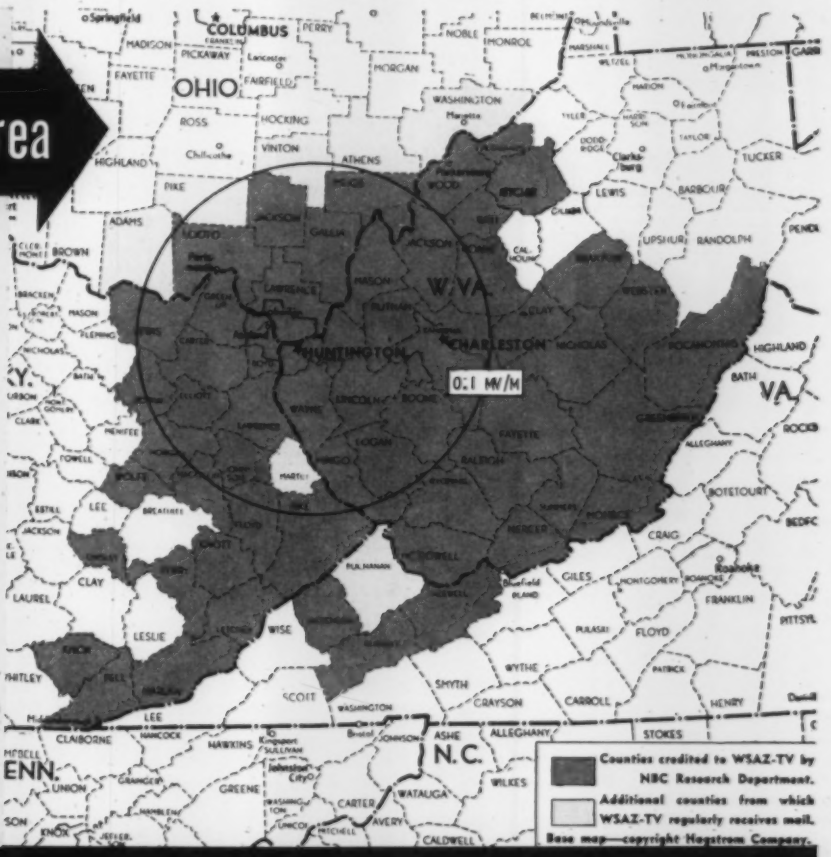
Poole to Visit BBC

LYNN POOLE, creator and producer of the *Johns Hopkins Science Review* on DuMont TV Network, has accepted an invitation from the BBC in London to visit its studios and consult with British TV personnel. Mr. Poole is scheduled to leave April 22 and return to the U. S. late in May.

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons
Here is a market larger than
BUFFALO

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

AAAA Analyzes Radio-TV

(Continued from page 25)

film also is better than live on other counts, he said.

"The great problem of live television is rehearsal time," he said. ". . . If you've ever attended the first rehearsal of a Broadway show, however great the cast, you know the vast difference between a well-rehearsed performance and a careless one.

"As we know, Broadway shows seldom if ever are brought into New York short of four weeks rehearsal and out of town performance time. I know of no television show that well-rehearsed."

A live TV show, he said, is by its very nature a "continuous stream of 'first takes.' Not one first take in a dozen is good enough to print in the average 'A' picture."

A live TV show "is a show that hasn't been polished or rewritten or edited for pace," he said. ". . . A filmed show is a rewritten, polished and edited show in performance form. And even the great 'spontaneous' performers, the Grouchos, Bings and Jerrys (Lewis), prefer it for that reason."

Summing up, Mr. Reagan said: "All other things being equal, a live TV dramatic show compared to the same drama with the same actors placed on film is as inferior to its celluloid counterpart as a 'B' picture is to the average 'A.' One bad break, fluff or mike boom shadow will destroy the gossamer fabric of belief on which all drama depends hopelessly and irretrievably."

Commercially speaking, TV is not show business: It's selling. And as such, it needs more advertising know-how injected into it.

This was the substance of a talk by Robert Foreman, BBDO, New York.

"We all know that one of the most obvious advantages of television is that it's the first advertising medium which comes close to the most effective type selling there is: That is, person-to-person selling," said Mr. Foreman. But too few advertisers are taking full advantage of TV's potential, he noted.

Cites Godfrey, Dick Stark

"How many announcers are there who leave us with anything but the impression, 'Here's a guy who is just able to memorize his lines and deliver them with all the conviction of P. S. 83s valedictorian?'," Mr. Foreman asked.

"How many of our announcers have that vacant stare which shows that they are reciting from a memorized script or looking at a visualizer from out of the corner of their eyes?"

Mr. Foreman cited Arthur Godfrey and Dick Stark, the announcer for Ammident commercials, as outstanding TV salesmen.

Because TV advertising is so new, the creators of TV commercials are still more concerned with technique than with advertising content, Mr. Foreman said.

One reason for this is that many TV commercial writers have come from radio and have not learned to attach proper importance and perspective to the visual part of TV advertising. Others have come from films or other entertainment fields and they are without adequate background in advertising, the speaker observed.

Optical tricks fascinate many novice TV writers, said Mr. Foreman, and they are apt to use tricks in such abundance that simplicity and clarity are lost.

Animation is another tempting device to amateurs. As for him, Mr. Foreman said he was "damn sick" of seeing "beer bottles sing and tooth paste tubes conga and soap boxes jitterbugging."

Agencies Bypass Realism

"Why do so many smart advertisers and agencies bypass realism and completely avoid demonstration of their products?" he wondered. "Why—when they've got a medium here which for the first time permits reality in motion and demonstration in product?" What is needed to improve the effectiveness of TV commercials generally, said Mr. Foreman, is the acquisition by all in the industry of this point of view:

"Television is just another advertising medium."

If that attitude is thoroughly developed, he said, "we're sure to build a sound television copy department."

"As for the copy those folks turn out, well it'll turn handsprings for our clients simply because no advertising medium had so much to do it with."

Keynoting a panel discussion of television rating services, Fred B. Manchee, executive vice president of BBDO, who made a speech on the same subject at the AAAA meeting last spring, remarked:

"A year ago we talked about two big factors that were troubling us in audience measurement research: Confusion and the frightening costs of research. Now both have mounted."

Mr. Manchee said, however, there was "one new hope" for resolving the research muddle: The Advertising Research Foundation which, he hoped, would undertake soon a study of radio-TV rating service.

Such a study received top priority among agency subscribers of ARF in a recent questionnaire asking subscribers to enumerate their preferences for a number of projects that ARF might do.

Of the 35 agencies responding, 80% puts that study at the head of the list.

Discussions by other experts on the panel, which included some of the leading agency researchers, reflected the general feeling of hopelessness over the present research situation that prevails among the customers of broadcasting.

Charles A. Pooler, vice president of marketing, Benton & Bowles, New York, said it was impossible to make a clear choice among present services "because all of them seem to have flaws."

In answer to the question: "If all have serious question marks against them, why use any?", Herbert A. Vitriol, vice president in charge of media and research, Grey Advertising Agency, New York, said that perhaps one reason that all were being used, was that:

"We're attempting to wrap up complex problems with simple yes or no answers."

That, he felt, was impossible.

The best that can be done at the moment, he thought, was to pick the service that seemed to provide the particular kind of information that was needed for a particular show.

Mr. Vitriol said that one important research project that ought to be carried out at once was that of measuring the habits of consumers before television enters their homes.

'Last Chance' Investigation

He said that once the freeze is lifted and a host of new stations go on the air, this "last chance" to make a thorough investigation of pre-TV habits will be gone. The reason for such an investigation would be to have facts on hand against which to measure habits after TV has arrived.

That is one project Mr. Vitriol would like to see ARF do.

Lyndon O. Brown, vice president in charge of media, merchandising and research, Dancer-Fitzgerald-Sample, New York, said one area in which current reading services fall down completely is in measuring radio listening in multi-set homes and out-of-home.

He said that most recent reliable information was that some 40% of radio homes have one set, 35% have two sets and 25% have three sets or more. He compared the distribution of Nielsen Audimeters with those figures and found that multiple-set homes were being short-changed.

The Nielsen sample, he said, counted far too large a percentage of homes in the one-set class.

Commenting on forthcoming cov-

TV Defined

HERE'S a new definition of the component parts of television broadcasting as given to the AAAA last Thursday by Charles L. Whittier, Young & Rubicam, New York. Television, he said, is like an "engagement ring in which the entertainment is the platinum setting and the commercial is the valuable square cut diamond." One wag remarked: "He's in the right price bracket alright."

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM

TELEVISION

CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

erage studies by Standard Audit and Measurement Bureau and A. C. Nielsen Co. [B•T, March 24], Mr. Pooler of Benton & Bowles said it was regrettable that two firms were setting out to do the same thing, though admittedly by different techniques he said.

It was to be hoped, Mr. Pooler said, that somehow Standard and Nielsen would join together in one study.

At a Friday morning session, B. B. Geyer of Geyer, Newell & Ganger, New York, and chairman of the board of Advertising Research Foundation (on which both the ANA and AAAA pin so many hopes), reported that to date ARF has 125 subscribers and an annual subscription income of $130,900.

He summed up the ARF plan and reminded AAAA that it had been given in greater detail at the recent convention of the ANA [B•T, March 24].

"What Does the Advertising Dollar Buy Today?" was the subject of Melvin Brorby, Needham, Louis & Brorby, Chicago. Answer: Ten percent less than it did a year ago.

Mr. Brorby reported on an updating of an advertising cost study done by his agency last year. He warned that this study could not be used to compare media since there was variation in the accuracy of the figure and since the study was prepared in an index form rather than with dollar figures.

Must Spend 10% More

Overall, the study shows, the advertiser must spend 10% more now to get the same advertising impressions he got a year ago.

Trends within the various media, comparing 1951 with 1952, showed that costs-per-thousand for magazines has risen 7%; for trade publications 1%; for newspapers (milline rate) 7%; for outdoor advertising 5%; for network radio time 16%; for spot radio time 22%. For network TV, cost per thousand has decreased 14% and for spot TV it has gone down 5%.

Average talent costs for radio and television have remained unchanged in 1951-52, he said, counting only the union scale talent.

Ethical problems in radio-television were discussed Friday morning by Robert D. Swezey, executive vice president, WDSU-AM-FM-TV New Orleans, chairman of the NARTB committee which drafted the television code.

The only way the code can be enforced, said Mr. Swezey, is "with the sympathetic cooperation of you advertising agencies and your clients."

Without such cooperation, he said, telecasters will be beset by a conflict of pressures — "pressures brought upon us by the public and by militant special interest groups and the pressures which we in turn will be forced to place upon you."

An omnipresent problem in broadcasting, he said, is that of trying to reconcile moral standards with economic facts of life.

"Many of us just can't seem to say no to a big name or big account, even though we are convinced in our own mind that what they asked us to do does not conform to industry standards," Mr. Swezey said.

"Sometimes this is just a fear complex, but more frequently it is tied up with economic considerations.

"It takes a lot of courage to tell a big performer that the show he's set his heart on is out; it takes a lot of courage to tell a big advertiser that you're not willing to cut your rate for him.

"I'm worried about us," he said. "No advertising standards, nor radio or television code, can be successfully observed unless all of us who participate in air programming—stations, the networks, the advertiser, and their agencies—have intelligence and mettle enough to set up appropriate standards and to enforce them . . ."

AAAA OFFICERS

Elected at W. Va. Meet

NEW officers and directors were elected by the AAAA at its spring meeting in White Sulphur Springs, W. Va., last Thursday. At the organizational meeting of the new board after the election, Frederic R. Gamble was engaged as AAAA president.

New officers and directors follow:

John P. Cunningham, executive vice president, Cunningham & Walsh, N. Y., elected chairman of the board.

Harry M. Stevens, vice president, J. Walter Thompson Co., N. Y., vice chairman.

Harold Cabot, president, Harold Cabot & Co., Boston, secretary-treasurer.

Others elected were:

Directors-at-Large

Clifford L. Fitzgerald, chairman of the board, Dancer-Fitzgerald-Sample, N. Y.; Robert E. Grove, executive vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh (elected to fill Mr. Stevens' unexpired term); Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; Lawrence Valenstein, president, Grey Adv., N. Y.

Directors Representing AAAA Sectional Councils

New York Council—Marion Harper Jr., president, McCann-Erickson, N. Y.

New England Council — J. Paul Hoag, president, Hoag & Provandie Inc., Boston.

Atlantic Council—Dan W. Lindsey Jr., partner, Lindsey & Co., Richmond.

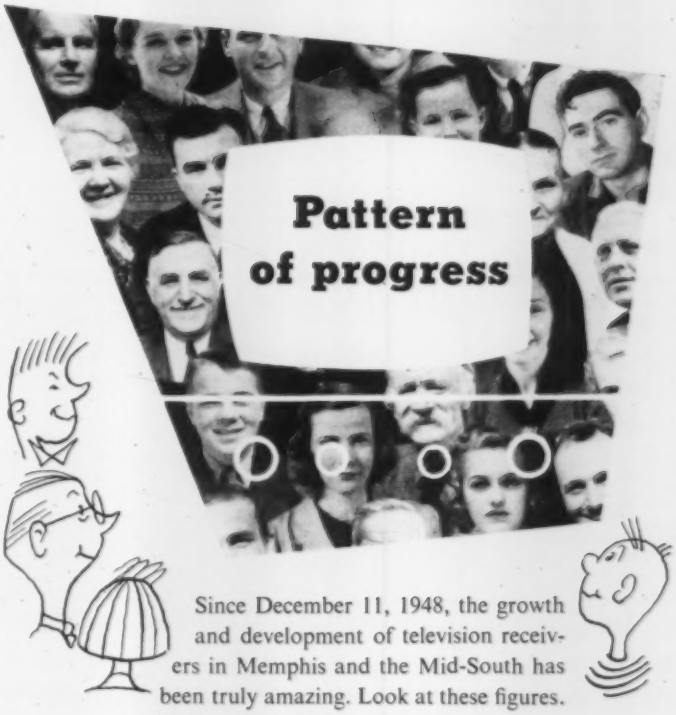
Michigan Council—Elliott E. Potter, vice president, Young & Rubicam, Detroit.

Central Council—John M. Willem, vice president, Leo Burnett Co., Chicago.

Pacific Council — Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Continuing in office are the following directors-at-large:

William R. Baker Jr., president, Benton & Bowles, N. Y.; B. C. Duffy, president, BBDO, N. Y.; Gordon E. Hyde, president, Federal Adv. Agency, N. Y.; Earle Ludgin, president, Earle Ludgin & Co., Chicago; E. E. Sylvestre, president, Knox Reeves Adv. Inc., Minneapolis.



Since December 11, 1948, the growth and development of television receivers in Memphis and the Mid-South has been truly amazing. Look at these figures.

Dec. 11, 1948 - 1444 TV Sets

March 1, 1950 - 24,172 TV Sets

Dec. 1, 1951 - 108,780 TV Sets

Feb. 1, 1952 - 118,000 TV Sets

TODAY

125,000 TV Sets

In the Memphis market area*—and this is an undivided audience, too!

WMCT is the only television station these sets can tune to. This means an undivided audience, means, too, a far better buy for your TV dollar than you would get in many multiple station markets.

*based on latest Memphis distribution figures

National Representatives The Branham Co.

Channel 4 • Memphis

Affiliated with NBC

Owned and operated by THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT

WMCT

Memphis ONLY TV Station

WMC WMCF WMCT

IF NO THAW . . .

We Will Legislate, Johnson Says

CONGRESS must act if the TV freeze is not lifted within two weeks, Sen. Ed C. Johnson (D-Col.) declared last Thursday.

Sen. Johnson is chairman of the Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio-TV legislation. His remark climaxed a growing demand in Congress that the freeze on new TV outlets be thawed immediately.

The Coloradan's comment came on the heels of a request from Sen. James P. Kem (R-Mo.) that (1) the Senate committee hold hearings and (2) if necessary Congress should legislate in order to break the ice. Sen. Kem is a member of the Senate Commerce Committee. His suggestion was contained in a letter last Monday to Sen. Johnson, recapitulating the predictions on the freeze lift which have come from top-level FCC officials.

At the same time, Sen. Spessard L. Holland (D-Fla.) turned over his "file" to Sen. Johnson of correspondence he has had with FCC the past two years on the freeze. Sen. Holland suggested that the committee study the files "for whatever action they deem advisable at this time."

Sen. Johnson said FCC Chairman Paul A. Walker's speech in Chicago last week indicating the freeze will be lifted in the next two weeks (see story, page 76) was being taken verbatim.

"So far as I am concerned this is the last postponement . . . if it is not lifted Congress will have to legislate," Sen. Johnson said.

Sen. Holland deplored that "it would appear that not much progress is being made by FCC toward lifting the freeze which has been imposed on the nation as a whole over a period of several years." The Senator's file revealed that three letters from FCC, two from Chairman Walker (March 28 and March 26) and one from then Chairman Wayne Coy (December 1951), contained the same language in answering the Floridian's complaints.

This was noted by both the Senator and by his office assistant who has been keeping a record of the correspondence.

Sen. Holland in his letter of March 31 to Chairman Walker said in part: ". . . this most recent letter from you is in content the same as the one which was received from the Commission in December 1951. . . ." Consequently, the Senator asserted, the FCC did not seem to be making any progress.

Constituents Up in Air

In his letter to Sen. Johnson, the Floridian complained that the "lifting . . . has been quite regularly postponed from one date to another until my constituents are all beginning to get up in the air about the matter. I . . . feel that the attitude taken by the FCC is not altogether necessary."

His files also revealed that the Senator on Feb. 26 had written the FCC saying the people, "particularly in the Tampa-St. Petersburg area and the Orlando-Daytona Beach area, are getting more and more exasperated about the failure of FCC to approve TV stations which would give them direct and acceptable service." The Senator concluded "delay has now become so great as to be indefensible."

Complaints to Sen. Holland were from people representing a cross-section of business pursuits ranging from broadcaster to airline operator. One of the complaints was the existence of only two TV stations in the state, both of them on the same channel. [WMBR-TV Jacksonville and WTVJ (TV) Miami, both Channel 4 (66-72 mc).]

In the House, Rep. Oakley Hunter (R-Calif.) released a statement he is circulating to his constituents explaining the current situation as described to him by the FCC.

WNBQ (TV) Sales Up

FIRST QUARTER sales this year rose 50% above sales for the same period in 1950 at WNBQ (TV) Chicago, NBC station, Sales Manager John McPartlin said last week. The three-month period was climaxed with sale of a half-hour program, *Noontime Comics*, to Jewel Food Stores five days weekly through Herbert S. Laufman Agency.

CONGRATULATIONS are extended by Sig Mickelson (r), CBS-TV news and public affairs director, to two staff members on their appointments within CBS Television Network. Francis N. Littlejohn Jr. (l) was named managing editor for CBS-TV news and Paul C. Levitan (c) was named special events producer.

Freeze Lift Imminent

(Continued from page 76)

which is unrivaled anywhere on this globe. Let us take as our standard this highest achievement of broadcasting. I know that this industry has within its ranks the vision and the statesmanship to help guide it along the high road of the future."

The FCC chief expressed certainty that "The growth of television will pose new problems affecting the public interest which the Commission must consider if it is to be faithful to its trust."

Turning to the growth of radio from less than 1,000 stations to more than 2,300, he construed it as meaning "that radio is firmly entrenched and it is entrenched because it is rendering a local service to those communities that they need and want. Radio to them is the indispensable medium. They will never again be without this ready, efficient, powerful means of local expression."

He felt that "Economically, the present overall status of radio is excellent" and that "the prospects for the future are also encouraging." He noted that radio's revenues last year were over $450 million—"almost no loss from the total of the year before"—even though TV at the same time was taking in $240 million.

Revenues—Some Up, Some Down

While revenues and profits of networks and their owned radio stations dropped "somewhat," he said, "the revenues of more than 2,200 other radio stations went up," and "more radio stations operated at a profit last year than in 1950."

Radio's answer to TV's emergence, he said, "is not surrender but readjustment," involving "more versatile programming, greater attention to local needs, and more development of the things that radio can do better than television or which television cannot do." He also suggested "a more aggressive, more daring, more realistic employment of FM."

He said he regards it as "the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Referring to broadcasters' service in national defense through the Conelrad plan and their contributions to the education of the public on political issues, Chairman Walker said:

"These services remind us again that under the American system of broadcasting, it is primarily upon the individual broadcaster that we base our hopes for a service that will best meet the needs of the community and the nation—in peace and in war."

Tribute To Sen. White

He paid special tribute to former Sen. Wallace H. White Jr., co-author of the Radio Act of 1927, whose death occurred Monday (see story page 30).

"American broadcasting will be forever indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter of a century," he asserted.

He offered this credo: "To perform our respective duties according to the true voice of our conscience; To consider our mutual problems in a spirit of fairness and tolerance; To labor unremittingly to improve broadcasting as an instrument of democracy."

Chairman Walker was introduced by NARTB President Harold E. Fellows.

Preceding the FCC chief's address, Dwight Clark Jr., a high school student and an announcer for KCOL Fort Collins, Col., won an ovation with the "I Speak for Democracy" speech which made him one of four national winners of this year's Voice of Democracy contest, sponsored by the NARTB, the Radio-Television Mfrs. Assn. and the U.S. Junior Chamber of Commerce.

ASCAP, TV MUSIC

Settlement Seen Possible

PROSPECT that ASCAP will reach a settlement with the all-industry TV Music Committee developed Tuesday at a committee meeting held during the NARTB Chicago convention. Dwight W. Martin, WLWT (TV) Cincinnati, presided as committee chairman, with some two-score telecasters present.

Judge Simon Rifkind, chief counsel, and Stuart Sprague, counsel to the committee, reported on the status of litigation. The committee has applied to the U. S. District Court, Southern District of New York, for establishment of terms and conditions for TV music licensing under terms of the amended ASCAP consent decree.

The committee is going ahead with its plans to obtain court action. ASCAP is reported to have expressed a desire to settle the TV music controversy by negotiation.

COY SPEECH

Offers Educational TV Views

"FULL OPPORTUNITY for educational institutions to have use of radio and television outlets as a supplement to, but not a substitute for commercial outlets" was advocated Sunday by former FCC Chairman Wayne Coy, making his first public address since resigning that post [B•T, Feb. 25]. He spoke on "The Future of Educational Radio-TV" at New York's Cooper Union Forum.

Mr. Coy suggested that education's greatest contribution to programming might be the study of ways to improve and develop private broadcasting.

Stressing that he would vote again to reserve 200 channels for exclusively educational use, Mr. Coy nevertheless wondered if educators have considered realistically the money problems of independent TV operation and if they could find practical answers to television financing, "especially when you think of the many other unsolved problems of education."

Required Know-How

Lacking trained technicians, trained programmers, trained producers and writers—as well as money—educators must somehow acquire these technicians in competition with professional rates to produce effective TV programming, he warned, talking to radio listeners via WNYC New York.

Educators' best interests might be served, he suggested, if they get together to produce in combination programs to be made available to commercial outlets, which would be less expensive than operating individual educational outlets—even if the educators have to purchase commercial air time.

Mr. Coy suggested forming a private organization for development of arts and radio in the public interest to study improvement and development of television programs, to emphasize citizen participation in program criticism and to collect money for new programs coupling high audience interest with educational content. The group might open its fund for TV use by state and local groups educationally and even by commercial sponsors of newer program ideas.

His own programming suggestions, which Mr. Coy said he had long wanted to share, centered on the use of film to preserve and circulate "great sermons by great preachers" (as well as complete religious services), "great lectures by great university instructors" such as Albert Einstein, and "great statements by great statesmen" such as Herbert Hoover and Bernard Baruch. "There are many others," he reported, but these could contribute to "a better general understanding" if they were distributed, through a central educational TV organization, to all stations throughout the country.

At the outset of television, educational institutions were not very interested in video, to judge by the number of station applications, Mr. Coy recalled, adding that only one college (Iowa State at Ames, Iowa) currently is operating a TV outlet.

To consider the future of educational TV as very bright is, for Mr. Coy, an "impossible assertion," but he is encouraged by educators' recognition of the medium. He is more encouraged, however, by prospects of TV use as studied by the Joint Committee on Educational TV, the Ford Foundation and the proposed mid-April educators' meeting at Penn State.

Conceding "nauseating" soap operas on AM and "offensive" variety shows on TV, he nevertheless maintained that the proposed cure—operation of channels by educational institutions—is "an oversold idea."

Broadcasting Successes

"I, for one, have difficulty in accepting the thesis that radio and TV have failed," Mr. Coy asserted, "even if you admit nothing more than that broadcasting has provided news—the most unbiased in the United States—for the past 30 years." Bowing also to presentation of fine music and drama on both TV and radio, Mr. Coy identified broadcast media as having "served to extend the lives of many, many people," in terms of life span as well as intellectual outlook. A particular compliment was handed by the music-loving administrator to the "cameraman at NBC who caught Toscanini's expressions" during NBC Symphony telecasts.

Quizzed after his hour-long speech, Mr. Coy suggested that colleges and universities might meet production costs by operating commercially part of the time, an idea being considered by Michigan State. The TV consultant to Time Inc. turned thumbs down on educational TV via state or municipal channels, however, since he feared that elected politicans might be tempted to use civic outlets for political purposes.

Asked about telecasts of Congressional sessions, he doubted the feasibility of covering all meetings, but believed that the public should be allowed to attend important sessions via broadcasts and telecasts.

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MULLEN, KERSTA

Form Consulting Service

TELEVISION consulting service which will include assistance in financing as well as application procurement, facility construction and detailed plans for station operation was announced last week by Noran E. Kersta and Frank E. Mullen.

The two have combined their operations to cover both the East and West Coasts with Mr. Mullen's office at 121 South Beverly Drive, Beverly Hills, Calif., and Mr. Kersta located at 143 Meadow St., Garden City, N. Y.

Mr. Kersta was director of NBC television until 1949 and was one of those who developed station and network television plans. He left NBC and formed his own consultation company. Ray Kelly, former NBC production director, is associated with Mr. Kersta in New York.

Mr. Mullen

Mr. Kersta

Mr. Mullen, who was formerly executive vice president of NBC, has been a consultant in radio, television and motion pictures since 1949 in Los Angeles.

"In the next two years, it is probable that between $500 million and a billion dollars will be required for capital investment by the 2,000 television broadcasters in prospect," Mr. Mullen said. "The work we have already done in the field has convinced Mr. Kersta and myself that by joining our efforts we can provide a complete consulting service in all respects, not only to the new broadcasters entering television but also to the radio broadcasters now ready to get into television with both feet."

ACE Meets May 2-3

USE of television in education will be among topics discussed at the annual meeting of the American Council on Education, May 2-3 in Chicago.

KFMB TV Channel-8

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High TV Towers

(Continued from page 77)

the March 5 meeting of CAA, FCC and ATA officials, held under the aegis of the Airspace Utilization Branch of CAA [B•T, March 31], were the recommendations of the Air Line Pilots Assn. made at a March 18 meeting of the Chicago Regional Airspace Subcommittee.

"Because ALPA believes that the erection of steel 'needles' 1,000, 1,500 and 2,000 ft. above the surface . . . will seriously affect the safe and efficient operation of present and future air transportation," it proposed that all TV antennas be required to be placed on one tower and that such towers be placed in "known areas of obstructions," such as on top of buildings or within the confines of a city. It also suggested that a height limit be placed on radio-TV towers.

ALPA observed that lighting of towers was not sufficient during weather conditions requiring planes to operate on instruments. It recommended that a radio warning device "such as the 75 mc fan marker" be located at the tower site.

Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an aircraft travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.

"Definite Criterion" Needed

Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that some action was mandatory immediately to establish a "definite criterion" for radio-TV towers.

The subcommittee comment also stated that TV applicants had received quotations from tower builders for 3,000 ft. structures "and they [the broadcasters] do not consider the cost prohibitive when evaluating the anticipated results."

CAA Planning Officer D. D. Thomas, named to coordinate the CAA's study of the situation, last week wrote to all 14 of the agency's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.

Purpose is, according to the CAA executive, to ensure that all regions and airspace subcommittee, use the same set of standards in evaluating applications for TV towers.

As it is now, he explained, some regions are inclined to be liberal in their interpretations of existing regulations, while others are more conservative.

Mr. Thomas conferred with FCC staff officials last week in the first move of his "exploration" of the situation.

Exaggerated belief by air industry officials that immediately after the TV freeze is lifted there will be 2,000 TV stations under construction—all with 1,000-2,000-ft. antennas—is believed at the root of their activity.

Among the cities where such towers are being considered are Chicago, Boston, Norfolk, Nashville and Cincinnati. Costs generally are from $400,000 for a 1,500-ft. tower to $815,000 for a 2,000-ft. structure.

All radio-TV towers over 500 ft. have to be submitted to regional airspace subcommittees, under Part 17 of the Commission's rules.

CAA regulations require that planes fly not less than 1,000 ft. above the highest structures in the airways.

What the aviation industry has in mind was spelled out in detail in the following comments of the Air Line Pilots Assn. included in the minutes of the March 18 meeting of the Chicago Regional Airspace Subcommittee:

The number of applications for the erection of TV towers already received, plus those anticipated, will create serious hazards to enroute and terminal navigation unless some workable plan is adopted to serve as a guide in solving this problem.

Erection of steel "needles" 1,000, 1,500 and 2,000 feet above the surface, within or immediately adjacent to airport control zones and airways, will seriously affect the safe and efficient operation of present and future air transportation.

Certainly it is much easier to regulate the erection of man-made obstructions than it is to have them moved or knocked down after they have been built. The following suggestions are offered so that some plan can be adopted to prevent undue hardships on either the Television and Radio industry or the Air Transportation industry.

1. Unless from a technical standpoint it is impractical, it would be more desirable and safer for air navigation to have one tower of sufficient height to adequately serve an area with several antennae mounted thereon, than several towers of equal or nearly equal height, scattered all over the surrounding countryside. If one tower can be used by several broadcasters, the cost of erection as well as maintenance, could be shared by those companies granted FCC licenses. Television set owners would benefit from such an installation because they could tune to one tower and not have to compromise on several locations.

2. From a pilot's viewpoint, it would not be as great a hazard to have a tower located in a known area of obstructions, such as on top of a building or within the confines of a city, than to have a tower located in an area where it is the only major obstruction, and is also an added hazard to air transportation. The exception to this would be when a tower can be erected in an area where it would not become a hazard to the normal flow of traffic into or away from an airport. The thought behind this is that cities are known areas of obstructions and every effort is being made to avoid operation over congested areas.

3. A height limit should be established for TV and radio towers.

4. During weather conditions which require aircraft to operate on instruments, or during periods of reduced visibility, obstruction lighting on a tall tower is not sufficient warning. Perhaps it would be well to begin thinking about a radio warning device, such as the 75-mc fan marker, to be located at the tower site. This would serve as an obstruction warning during IFR weather conditions and during periods of low visibility when the obstruction lights are not operating.

Commercial jet aircraft will soon join the military jets now in operation and the speeds of these aircraft should serve as a guide for future planning—at 300 mph an aircraft travels five miles in one minute; at 600 mph, an aircraft travels ten miles in one minute.

If we keep these speeds in mind and also future air travel, it is not difficult to understand why serious thought should be given this problem now to restrict the erection of obstructions, which will substantially affect the safe and efficient operation of air traffic.

The minutes of the subcommittee also included the following comments:

Although the Subcommittee was not in concurrence with all the suggestions outlined above, it was in unanimous agreement that *immediate* action was *mandatory* for establishing a definite criterion for antenna erection in order that the television industry and aeronautical interest may have a guide upon which to base their decisions relative to this highly important and competitive activity [italics not supplied].

The television industry has received quotations from contractors on structures up to 3,000 feet and they do not consider the cost prohibitive when evaluating the anticipated results.

The Subcommittee has been informed that from an engineering viewpoint, one structure supporting several antennae is highly desirable in addition to placing all structures within one centralized area when separate antennae are necessary.

Text of ATA Letter

FOLLOWING is the text of the March 6 letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee, from S. G. Tipton, general counsel of the Air Transport Assn., regarding legislation to specifically give the FCC power to deny applications which propose antenna towers which may be considered air hazards:

The . . . bill now before your Committee [S 658] permits you to deal with the hazards to air navigation created by the erection of radio and television towers. The enormous height of proposed television towers makes them a special problem, and the large number of applications now being or soon to be filed with the Federal Communications Commission for tower construction permits makes it an urgent matter requiring immediate consideration.

The Federal Communications Act in its present form does not deal directly with this problem; it provides, in Section 303, that the Commission shall "(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation." There is not, however, specific authority to deny permits to construct such towers, and the mere illumination of them does not necessarily eliminate the hazard. Although the Commission in at least one case denied an application for a license to reconstruct a radio station in part because the antenna would constitute a hazard to air navigation and was sustained by the courts in *Simmons* vs. *Federal Communications Commission*, 145 Fed. 2d 578 (1944), this was decided under the Commission's general powers to issue, renew, or modify licenses contained in Section 309 of the Federal Communications Act, and not on specific statutory authority. Congress has not specifically authorized the Commission to deny applications when such towers constitute a hazard to air navigation.

In the absence of precise statutory authorization the Commission is employing an administrative procedure of referring doubtful cases to the other government agencies interested in air safety. The agencies often hear the applicants' proposals and recommend an approval or disapproval. This procedure has little, if any, statutory basis, and is advisory only. If the recommendations by the agencies responsible for air safety are rejected by the applicant, he can demand a hearing before the Commission.

I recognize that this comment on S. 658 comes late in your consideration of the bill, but the immediacy of this problem has arisen recently and will be so pressing within the coming months that it is urgent to consider it while this bill is before your committee. The Federal Communications Commission has already referred several proposed applications for construction permits for television towers which are now being studied by the Air Force, the Navy, the Coast Guard, the Civil Aeronautics Administration, and the Civil Aeronautics Board. These applications will not only continue but are expected to increase when the freeze on new television licenses is lifted. Out of fairness to the applicants an early disposition of them should be made. The applicants want prompt decisions to permit them to find other locations for the tower in sufficient time to permit the operation of the broadcast stations at the earliest time authorized by the Commission. At the same time, the potential hazards to air navigation should also receive the consideration to which they are entitled. We recommend, therefore, that the Communications Commission be given clear authority to deal with them by amending the Federal Communications Act by inserting a provision in this bill which would add to Section 303 of the Communications Act a new paragraph (s), which would read as follows:

> **"(s) Have authority and be required to refuse to issue or modify any license or construction permit when such license or permit would authorize the operation or construction of radio or television towers which in its judgment, after consultation with the Civil Aeronautics Administration, the Civil Aeronautics Board, the Department of Defense, and the Treasury Department, constitute, or there is a reasonable possibility that they may constitute, a hazard to air navigation."**

Such a provision would remove any doubt that the Commission could deny construction permits where towers are a hazard to air navigation after consultation with agencies responsible for air safety. Each of the departments to be consulted operate aircraft or have a responsibility for the operation of aircraft. The Treasury Department's interest is due to the Coast Guard's operation of aircraft in rescue operations, and the Civil Aeronautics Administration and the Civil Aeronautics Board are responsible for safety in civil air navigation.

WJIM-TV EXPANSION

Higher Antenna Is Planned

WJIM-TV Lansing, Mich., filed with the FCC an application to increase its tower height from 320 to 500 ft. and install a new six-bay antenna to replace its present three-bay radiator, General Manager Howard K. Finch announced last week. CAA approval has been obtained, Mr. Finch said.

Also ready to be filed with the FCC is an application to install a new 25 kw RCA transmitter, Mr. Finch said. Upon FCC approval the higher transmitter power and antenna height and gain will improve service for the central Michigan area with approximately 2½ times the present 19 kw effective radiated power of WJIM-TV, he said. What is now secondary coverage will become the single Lansing station's primary area, Mr. Finch pointed out.

Consistent noise-free reception and increased viewing power will be provided to such cities as Flint, Saginaw, Bay City, Jackson and Battle Creek, he said. Additional TV service will be provided to Dearborn, Grand Rapids, Kalamazoo, Pontiac, Midland and Ann Arbor, he added.

WAUG to Seek TV

WAUG Augusta, Ga., announced last week that it plans to file for TV but is waiting until the end of the TV freeze. Melvin Purvis, president of the 250 w daytime station on 1050 kc, said that since the formation of the company two years ago it has been a "firm objective" to apply for TV. Augusta has a population of 71,508 and is about 140 miles east of Atlanta. WJBF Augusta has a TV bid pending at FCC.

"What's Cooking"
is Hot Stuff in
FORT WORTH-DALLAS!

WBAP-TV

BOWMAN BISCUIT CO.

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonnald, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!' "

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FORT WORTH–DALLAS (STAR-TELEGRAM)	WBAP-TV*
LOUISVILLE (WAVE, Inc.)	WAVE-TV*
MIAMI (Wometco Theatres)	WTVJ
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	WTCN-TV
NEW YORK (THE NEWS)	WPIX
ST. LOUIS (POST-DISPATCH)	KSD-TV*
SAN FRANCISCO (THE CHRONICLE)	KRON-TV*

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	Ralston (alt. sp.) Space Patrol L	*Mr. Imagination*		General Foods Roy Rogers F
6:15				
6:30	Reichhold Chemicals Town Meeting L & F	*Sam Levenson Show*	*The Week in Religion*	*Those Endearing Young Charms*
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show	*Georgetown U. Forum*	U. S. Rubber Royal Showcase L
7:15				
7:30	*Foursquare Court* L	American Tobacco This Is Show Business		General Foods Young Mr. Bobbin
7:45				
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town		Colgate Comedy Hour C-P-P
8:15				
8:30				
8:45				
9:00	Arthur Murray Inc Arthur Murray Party L	General Electric Fred Waring	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30		Bristol Myers Break the Bank	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00		B.F. Goodrich Celebrity Time		P&G Red Skelton Show L
10:15			Crawford Clothes They Stand Accused	
10:30	Young People's Church Youth on the March F	Jules Montenier What's My Line		*Cameo Theatre* L
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	Kellogg Space Cadet L			
6:45				
7:00			General Foods Capt. Video	RCA Kukla, Fran & Ollie
7:15				Vit. Corp. of Am., The Goldbergs L
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Film (alt. sp.) Bristol-Myers Mr. D. A. L.	Lever Lux Video Theatre	*Pentagon Washington*	Crosley Speidel (alt. wks.) P. Winchell J. Mahoney
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy	Co-op Wrestling with Dennis James	*Lights Out* L
9:15				
9:30	(See Note) K	General Foods Instant Maxwell Coffee Claudia		Johnson Wax alt. with American Tobacco Co. Robert Montgomery
9:45				
10:00	No Net Service After 10 p.m.	Westing-house Studio One		
10:15				
10:30				Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie
7:15				*Bob & Ray Show*
7:30	P&G Beulah F	Columbia Records News		Chevrolet Dinah Shore L
7:45		Fatima Stork Club		Camel News Caravan L
8:00	*Film*	TBA	*Life is Worth Living Bishop Fulton J. Sheen*	Texas Oil Co. Texaco Star Theatre
8:15				
8:30	*Film*		Curtis Publishing Co. Keep Posted	
8:45				
9:00	*Unitled—Or Not?* L	Schick Crime Syndicated (alt.) Carter Prod. City Hosptl.	Serutan Battle of the Ages	P&G Fireside Theatre
9:15				
9:30	*On Trial* L	Electric Auto-Lite Suspense	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L
9:45				
10:00	No Net Service After 10 p.m.	Block Drug Danger	*Not for Publication with Jerome Cowan*	P. Lorillard Original Amateur Hour L
10:15				
10:30			*What's the Story with Walter Kiernan*	
10:45				Considine Mutual of Omaha
11:00		(11:15-11:30) Burlington Mills Continental (off 4/15)		
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30	Kellogg Space Cadet L	
6:45		
7:00		
7:15		
7:30	Bendix Swanson (alt. wks.)	GM-Oldsmobile News
7:45	The Name's The Same L	Chesterfield Perry Como
8:00		Pillsbury Toni (alt. Godfrey & His Friends
8:15	*The Paul Dizon Show* L	
8:30		Liggett & Myers Godfrey & His Friends
8:45		
9:00	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich
9:15		
9:30	*Cross Fire* L	P. Lorillard The Web
9:45		
10:00	Celanese Corp. Celanese Theatre (alt. wks.) L Frigidaire Pulitzer Prize Playhouse L	Pabst Sales Co. Pabst Blue Ribbon Bouts
10:15		
10:30		General Cigar Sports Spot
10:45		
11:00	Co-op Wrestling L	Longines Chrono-scope
11:15 PM		

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15		*Easter Services Washington Cathedral*		
9:30				
9:45				
10:00				
10:15				
10:30		*Easter Services Baltimore Cathedral*		
10:45				
11:00				
11:15				
11:30		*In The Park*		
11:45				
12:00 N	Junior Crossroads	Ranger Joe Corp. Ranger Joe		
12:15 PM	Sweets Co. Tootsie Hippodrome L	*Junior Hi-Jinx*		
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival		
12:45				
1:00	*Horizons* L & F	Susquehanna Waist Co. Easter Parade (4/13 only)		*Frontiers of Faith* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		M-Th 10-10:15 CBS News		*Breakfast Party* L
10:15		Lever-Rinso (M.Th.) Godfrey		
10:30		Gen. Mills Hudson Bride & Gr'm		*Winner Take All* L
10:45				
11:00		*Al Pearce Show*		*Prologue to The Future* L
11:15				
11:30		C-P-P (MWF) Strike It Rich		*It's A Problem*
11:45				
12:00 N		P&G (Tu.& Th.) Egg & I	*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L
12:15 PM		Amer. Home All Products Love of Life	*Noontime News with Walter Raney*	
12:30	*The Paul Dizon Show* L	P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45				
1:00	(See Footnote)		Premier Products Rumpus Room with Johnny Olsen	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	Hollywood Candy Co (alt. wks.) Jr. Circus L Hold'er Newt			
3:15				
3:30	*Personal Appearance Theatre* F	*The Whistling Wizard*	Internatl. Shoe Co. Kids & Company	No Network Service
3:45				
4:00	General Mills Betty Crocker L	Brown Shoe Smilin' Ed McConnell		
4:15				
4:30	Carter Prod. City Hospital L (alt. wks.) F	National Dairy The Big Top		
4:45				
5:00	*Personal Appearance Theatre* F			
5:15				
5:30				
5:45 PM				

ABC

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tele Time* F
5:00	Super Circ (alt. sp.)
5:15	Canada Dr (5-5:30)
5:30	Peter Sh
5:45 PM	Mars In (5:30-6) L

EVENING ... FOR APRIL 1952

WEDNESDAY

CBS	DuMONT	NBC
	General Foods Capt. Video	*Kukla, Fran & Ollie*
		The Goldbergs L
GM-Oldsmobile News		P&G Those Two L
Chesterfield Perry Como		Camel News Caravan L
Pillsbury Toni (alt. Godfrey & His Friends)		Reynolds Metals B.T. Babbitt Norge Kate Smith
Liggett & Myers Godfrey & His Friends		
Colgate Strike It Rich	*It's a Business with Bob Haymes*	Krafts Foods Television Theatre L
P. Lorillard The Web		
Pabst Sales Co. Pabst Blue Ribbon Bouts		*Hazel Bishop What Shall I Do* L
General Cigar Sports Spot		
Longines Chronoscope		

THURSDAY

ABC	CBS	DuMONT	NBC
			Natl. Biscuit Kukla, Fran & Ollie
		General Foods Capt. Video	*Bob & Ray Show*
General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L
	Fatima Stork Club		Camel News Caravan L
Toni, H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	*This Is Music*	DeSoto-Plymouth Groucho Marx F
Lorillard Stop The Music L	Blatz Brewing Amos 'n' Andy	Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L
Sterling Drug Mystery Theatre F	R. J. Reynolds Man Against Crime	Gruen Playhouse (alt. wks.)	L—Fatima Dragnet F (alt. wks.) Gangbusters Chesterfield
American Tobacco Meet the Champ L	Lever Rinso Big Town F		Ford Ford Festival L
Bristol-Myers Sports Show F	Philip Morris Racket Squad	Wine Corp. of America Charlie Wild Private Detective	U.S. Tobacco Martin Kane
	Carter Toni (alt.) Crime Photographer	*Author Meets the Critics*	Standard Oil Wayne King
	Burlington Mills Continental 11:15-30 pm (off 4/17)		*TV Opera* (once a month) L

FRIDAY

ABC	CBS	DuMONT	NBC
Kellogg Space Cadet L			
Green Giant Life with Linkletter K	GM-Oldsmobile News	General Foods Capt. Video	Kukla, Fran & Ollie
	Chesterfield Perry Como		The Goldbergs L
			P&G Those Two L
			Camel News Caravan L
The Hot Seat L	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show L
General Mills Stu Erwin F	R. J. Reynolds My Friend Irma (eff. 4/4)	*Life Begins at Eighty*	Gulf Oil We, The People L
Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story L
Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka It's News To Me (eff. 4/4)		Campbell Aldrich Family L
	Pearson Pharmacal Police Story (eff. 4/4)	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports L
	Presidential Timber (st. 4/4) S		Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Amend Co. Hail the Champ L	Gillette Kentucky Derby (5/3 only)		
Anthracite Int. Better Home Show L			
Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show		*Mr. Wizard*
	Sylvania Beat The Clock	*Pet Shop*	Manhattan Soap Miles Labs. (alt. wks.) One Man's Family L
Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg
Sports Review F	Ken Murray		All Star Revue
TBA	Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus
	Songs For Sale	Co-op Wrestling from Chicago Jack Brickhouse	Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer Your Show of Shows
			American Tobacco Your Hit Parade
Word of Life Song Time L			

6:00 PM
6:15
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11:15 PM

DAYTIME

SUNDAY

ABC	CBS	DuMONT	NBC
			American Inventory L
	Easter Parade (4/13 only)		Battle Report (Co-op)
	Where Do You Stand		Bohn Alum. American Forum L
	Quiz Kids		Johns-Manville Fair Meadows USA L
	Alcoa Alum. Co. See It Now		*Recital Hall* L
	Goodyear Greatest Story Ever Told (see note)		Revere Meet the Press
	What in the World		Hallmark Sarah Churchill L
	Man of the Week		Quaker Oats Zoo Parade L
	Lamp Unto My Feet		Derby Foods Sky King Thtr., F (alt. with) Meet the Masters Lees Carpets

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	P&G First 100 Years		
	Mike & Buff Show		The Big Payoff CPP (M-W-F)
	G. Foods (W-F) Bert Parks* Cannon (Th) Give & Take		*Ralph Edwards*
	Arrival of Queen Juliana (4/2 only)		*Nick Kenny* L
	See Footnote		Participating Sponsors Kate Smith Hour
			Lever Hwkns. Falls (MWF) L
			Gabby Hayes*
			Mars, C-P-P Welch, Klog. Int. Shoe Wander Howdy Ddy L

SATURDAY

ABC	CBS	DuMONT	NBC
			Youth Wants to Know
			Rootie Kazootie
			Morgan Beatty News

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations; S, sustaining.

ABC—Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).

CBS—1:30-2:30 p.m., Best Foods, General Electric, P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley-Van Camp, O'Cedar, Owens-Corning, Garry Moore Show.
10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.
10:30-10:45 a.m., M-Tu., W, F, Gen. Mills sponsors The Bride & Groom; Hudson Paper on Th.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
12-12:15 p.m., Mon., Wed., Fri., The Egg & I, sustaining.
3:30-4 p.m. Tues., Mel Torme, sustaining.
3:30-4 p.m., Mon. Bert Parks Show S.
4-4:30 p.m. Sun., Goodyear, Greatest Story Ever Told 4/27, 5/25, 6/22 only. CBS-TV Workshop, sustaining.
4-6 p.m. Sun. 5/18 only, Palm Beach Round Robin Golf Tournament; 5-6 p.m. portion sponsored by Palm Beach Fabrics.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EST & CST, 7:15-20 Wed.—Fla. Citrus, 7:45-50 Mon.—Fla. Citrus, 7:50-55 Fri.—Anahist, 8:15-20 Mon.—Kiplinger, Tue.—Fla. Citrus, Thu.—Fla. Citrus, 8:20-25 Mon.—Pure Pak, Wed.—Kenwtll, Fri.—Fla. Citrus.
*Quaker Oats—Mon. & Fri.
5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 7, 1952
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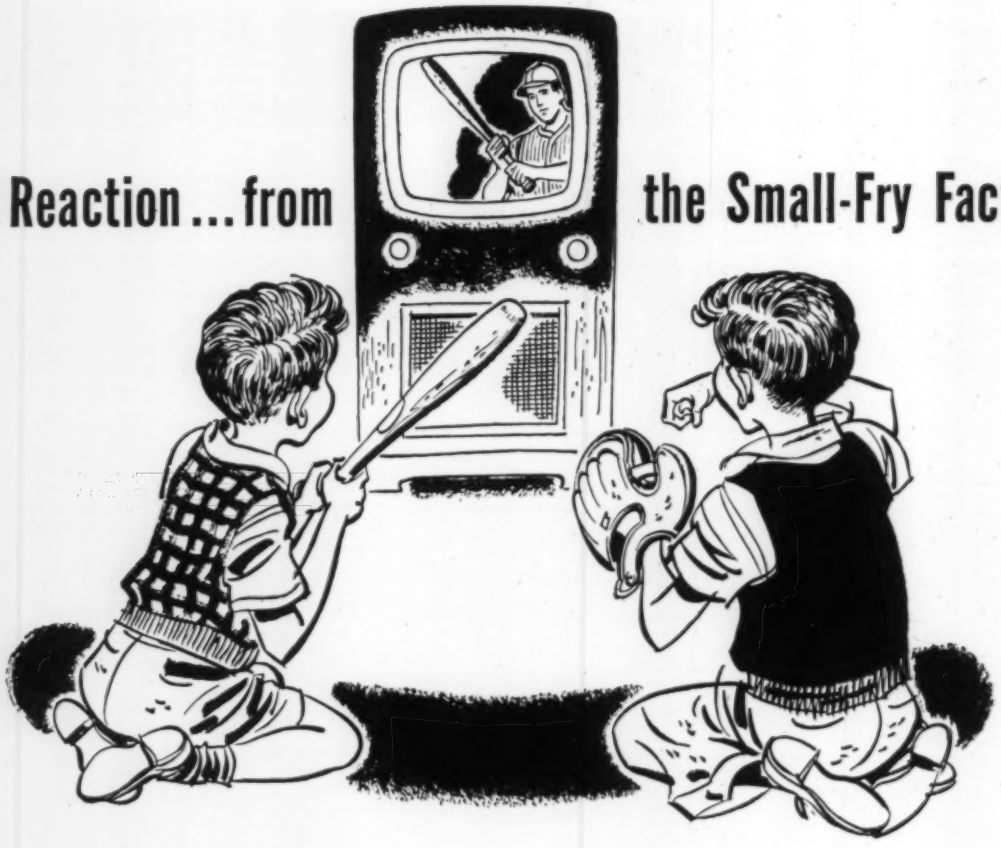
XUM

Want Reaction ... from the Small-Fry Faction?



Here's a constructive youth program with a strong public service angle—Bob Penny's

"ACTION UNLIMITED"

"Action Unlimited" talks on even terms with a full-sized audience of half-sized halfbacks and keen-minded teen-agers—emphasizes the importance of fair play, sportsmanship and education. Penny handles his popular sports and hobby program the way kids (and their parents) like to see it handled. Penny's pointers help realistic youngsters to understand the fundamentals of sports—the pleasures of educational hobbies. They pick up background information on class work and scout work—they get the right answers to their own questions—they see and hear big name guest stars they admire.

Thousands of these young citizens look and learn when "Action Unlimited" hits TV screens in this area from 5:30 to 5:50 p. m. Monday through Thursday. *What* they learn comes in handy when Mom's washer—or Dad's car—needs fixing. And they earn a strong vote when it comes time to replace them, too.

So here they are—an interested, influential audience of tomorrow's adults—tuned four times a week to the station that's made a name for itself with a long, long list of public service programs. They're all yours on WHIO-TV's "Action Unlimited." George P. Hollingbery, national representative for WHIO-TV, can give you market data and availabilities.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

telestatus

Huge Stage-Lighting Plan Set By CBS-TV

(Report 210)

CBS will install what it calls the largest stage-lighting control system at its television city in Hollywood in August for Oct. 1 operation, CBS-TV Vice President Harry S. Ackerman announced last week at the NARTB convention. Mr. Ackerman is in charge of network programs originating in Hollywood.

The C-I system, named for Century Lighting, which built it, and George C. Izenour, the inventor, is the only all-electronic system of its kind, Mr. Ackerman said. It can control 5½ million watts and achieve a gradual effect of a brilliant sunset, he said. The inventor claims the C-1 extends "the 10 human fingers many, many times," with its "memory board" enabling the operator to remain at least 10 light cues ahead of the performance at all times.

Mr. Izenour claims the system "eliminated the hit-and-miss method of light cueing, and makes possible a system of light-cue notation equivalent to that of music cues in radio." Stage designer Jo Mielziner was quoted as saying the control system "is in my opinion the most important single development that has been made in the theatre during the past 25 years." The system was designed to point up camera action and to aid the artist in his expression, Mr. Izenour said. Previewed at the NARTB convention, it was described in a paper at the engineering session Wednesday afternoon.

Late Feb. Nielsen Topped by Godfrey, 'Lucy'

CBS-TV's *I Love Lucy*, reaching 8,261,000 homes and *Arthur Godfrey's Talent Scouts*, being viewed by 57.8% of homes, were the leading programs in A. C. Nielsen's second TV report for February [B•T, March 10].

Ratings are based on two weeks ending Feb. 23. Complete ratings follow:

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	8,261
2	Red Skelton (NBC)	8,249
3	Texaco Star Theatre (NBC)	8,168
4	Colgate Comedy Hour (NBC)	7,951
5	Your Show of Shows (Reynolds, R. J., Tobacco) (NBC)	7,177
6	Your Show of Shows (NBC) (Participating)	6,900
7	Philco TV Playhouse (NBC)	6,692
8	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	6,634
9	You Bet Your Life (NBC)	6,634
10	Fireside Theatre (NBC)	6,624

Rank	Program	Homes %
1	Arthur Godfrey's Scouts (CBS)	57.8
2	Red Skelton (NBC)	54.1
3	I Love Lucy (CBS)	53.7
4	Texaco Star Theatre (NBC)	51.8
5	Colgate Comedy Hour (NBC)	51.4
6	Your Show of Shows (NBC) (Reynolds, R. J., Tobacco)	47.1
7	Your Show of Shows (NBC) (Participating)	46.9
8	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	45.7
9	Philco TV Playhouse (NBC)	43.2
10	Big Town (CBS)	43.1

Copyright 1952 by A. C. Nielsen Co.

Godfrey, Lucille Ball Lead March ARB Ratings

ARTHUR GODFREY'S *Talent Scouts* was the nation's top TV show percentage-wise but *I Love Lucy*, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, *Talent Scouts* drew a rating of 52.1; *I Love Lucy* followed closely behind with a rating to 50.6%. Difference may be traced to Mr. Godfrey's show being telecast in 25 cities, and Miss Ball's in 62.

Rank	Program	Homes %
1.	Talent Scouts (CBS)	52.1
2.	I Love Lucy (CBS)	50.6
3.	Red Skelton (NBC)	50.5
4.	You Bet Your Life (NBC)	48.6
5.	Star Theatre (NBC)	47.9
6.	Show of Shows (NBC)	45.8
7.	Blue Ribbon Bouts (CBS) (La Motta vs. Hairston)	41.0
8.	Comedy Hour (NBC) (Donald O'Connor)	39.9
9.	Cavalcade of Sports (NBC) (Young vs. Durando)	39.6
10.	Godfrey & Friends (CBS)	39.1

Rank	Program	Homes (100's)
1.	I Love Lucy (CBS)	8,260
2.	You Bet Your Life (NBC)	7,960
3.	Star Theatre (NB)	7,890
4.	Red Skelton (NBC)	7,800
5.	Show of Shows (NBC)	7,730
6.	Comedy Hour (NBC) (Donald O'Connor)	6,370
7.	Fireside Theatre (NBC)	6,130
8.	TV Playhouse (NBC)	5,980
9.	Godfrey & Friends (CBS)	5,920
10.	Cavalcade of Sports (Young vs. Durando)	5,770

Weekly Television Summary—April 7, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	372,937
Binghamton	WNBF-TV	53,585
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	137,000
Boston	WBZ-TV, WNAC-TV	873,761
Buffalo	WBEN-TV	258,940
Charlotte	WBTV	138,999
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	342,000
Cleveland	WEWS, WNBK, WXEL	595,015
Columbus	WBNS-TV, WLWC, WTVN	222,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport-Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	96,000
Dayton	WHIO-TV, WLWD	230,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids-	WOOD-TV	217,081
Greensboro	WFMY-TV	105,740
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	216,350
Jacksonville	WMBR-TV	53,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	185,140
Kansas City	WDAF-TV	195,674
Lancaster	WGAL-TV	139,552
Lansing	WJIM-TV	85,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	146,181
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	19,200
Memphis	WMCT	123,020
Miami	WTVJ	110,000
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	318,200
Nashville	WSM-TV	65,785
New Haven	WNHC-TV	250,000
New Orleans	WDSU-TV	85,359
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,890,000
Newark	WATV	107,101
Norfolk	WTAR-TV	121,014
Oklahoma City	WKY-TV	125,171
Omaha	KMTV, WOW-TV	1,021,966
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	55,100
Phoenix	KPHO-TV	389,000
Pittsburgh	WDTV	205,000
Providence	WJAR-TV	113,505
Richmond	WTVR	138,000
Rochester	WHAM-TV	91,563
Rock Island-Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	74,600
Salt Lake City	KDYL-TV, KSL-TV	71,704
San Antonio	KEYL, WOAI-TV	130,000
San Diego	KFMB-TV	348,500
San Francisco	KGO-TV, KPIX, KRON-TV	202,800
Schenectady-Albany-Troy	WRGB	135,300
Seattle	KING-TV	382,000
St. Louis	KSD-TV	171,126
Syracuse	WHEN, WSYR-TV	158,000
Toledo	WSPD-TV	109,865
Tulsa	KOTV	70,000
Utica-Rome	WKTV	344,004
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	96,081
Wilmington	WDEL-TV	16,761,792

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST

TELEVISION MARKET...

Southwest

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

157,868

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

film report

For the first time current TV feature films are receiving prominent motion picture awards. *Seven Days to Noon*, produced by **Alexander Korda** and distributed by **Snader Telescriptions Sales Inc.**, won recent Academy of Motion Picture Arts & Sciences "best original film story" award for 1951.

Southern California Motion Picture Council cited another **Korda** film, *Bonnie Prince Charlie*, also distributed by **Snader.** It is now being released to television.

* * *

Jerry Fairbanks' special hour-long Biblical TV programs, *Hill Number One* and *That I May See*, have been released for Easter weekend. They were filmed for *Family Theatre* and are set for 142 presentations on 86 stations. **Arthur Pierson** directed both pictures.

Films are offered without charge. Sponsorship plans have been cancelled due to religious nature of programs.

* * *

Frank Wisbar Productions, Hollywood, to film **Procter & Gamble's** *Fireside Theatre* series in approximately six months in order to cut costs. By using same production crew, additional savings will be effected.

* * *

Mel Ronson, Hollywood film writer, acquired TV film rights to *New York's Finest* from New York Police Benevolent Assn. PBA, sharing in proceeds of series, will suggest retired policemen whose stories may be film possibilities.

Production . . .

Tele-Voz Studios, at Churubusco Studios, Mexico City, plan May 6 production of *Gloria Swanson Show* on 13 half-hour TV film series. Miss Swanson, under contract to **Simmell-Meservey TV Productions Inc.,** Beverly Hills, will receive salary plus residual rights.

* * *

Hal Roach Jr. Productions signs **Joan Harrison,** producer at Universal Pictures, as associate producer on new half-hour dramatic TV film series, *Sunday Nights*, to be distributed by **Official Films.**

Mr. Roach also preparing *Guns of Destiny*, half-hour TV film series with **Kenneth Noyes** as associate producer. Format concerns gun collector dramatizing story of each gun in collection.

* * *

Official Films announces that negotions have been completed with film stars **Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea** and **Robert Cummings** to make half-hour television films.

Messrs. Boyer, Powell and McCrea and Miss Russell will appear in Official's *Four Star Playhouse* produced by **Don Sharpe.**

The Robert Cummings Show features the actor and **Julie Bishop** in a comedy-mystery series.

Dougfair Productions has finished filming *Terry and the Pirates* for TV audiences. Dougfair and officials have concluded arrangements for distribution of the series.

* * *

Judy Canova, star of NBC radio's *Judy Canova Show*, completing TV pilot film at **Republic Studios** for proposed NBC-TV version. Cast includes **Mel Blanc, Franklin Pangborn** and **Mari Blanchard. Del Lord** is directing.

Film People . . .

George Giroux Jr., recently resigned staff director KTTV (TV) Hollywood, appointed West Coast television program supervisor **Procter & Gamble Productions Inc.** Mr. Giroux has been associated with motion pictures, radio and TV for the past 10 years.

* * *

John H. Mitchell, director of **United Artists Television,** announced that **Bernard Hendel,** general manager of the Hendel Fruit Company, has been appointed sales representative of UA-TV in Pittsburgh, Johnstown, Erie and Huntington, Pa.

Mr. Mitchell also announced that **Edward J. Potter** has been appointed sales representative of UA-TV in San Antonio.

* * *

Charles Kerr signed by **Philidan TV Productions** as production manager on half-hour film series based on Ernest Haycox stories. Mr. Kerr has been associated with RKO, Walter Wanger and Frank Melford in similar capacities.

* * *

Bob Bennet joins **Jerry Courneya Productions,** Beverly Hills, as film writer for 26 quarter-hour TV films starring **Noah Berry Jr.**

* * *

Joan Vohs, film actress, and **Allyn Smith** signed by **Scandinavian-American Television Co.,** Beverly Hills, for leads in Hans Christian Andersen film series. Films are being produced in Copenhagen by **Karl E. Moseby.**

* * *

Screen Televideo Productions, Hollywood, signed **Georgia Johnstone,** secretary to Agnes Moorehead, as casting director.

* * *

Lorraine V. Hanley, production department at WROK Rockford, Ill., to **Jerry Fairbanks Productions,** Hollywood, as research editor of creative department.

* * *

Jane Nigh (Lorelei in CBS-TV *Big Town*) married Lt. James Baker March 16.

ROLE FOR BANKS IN TV

Cited by Bankers Trust

THERE'S a place for the bank in the television industry, according to Alex Ardrey, executive vice president of Bankers Trust, New York, who said that the bank's role will not only be financing of video productions, but other business services as well.

State of the industry and lack of bank participation to date raises questions that can only be investigated now, he pointed out, but Bankers Trust is considering naming someone within the next three months—probably from among its own staff—to see what possibilities are. "The big problem is to find someone who knows about banking interests as well as television," he said, "so it may mean that only after five years' active study will we really know where we stand."

George Herliman

GEORGE HERLIMAN, 50, head of Herliman Productions, producer of films for television, died Sunday, March 30, in Doctors Hospital, New York. Mr. Herliman started his film career in 1925 when, with his brother, he operated Herligraph Studios to process motion picture film, a business sold to Consolidated Films in 1930. He moved to the West Coast where he was a producer for Republic Studios and, independently, Caledonia Films. Returning to New York, he founded Herliman Productions and Film Classics, a rental library later sold to United Artists.

NEW SERIES of 3½-minute films, *In the Fashion Spotlight*, featuring fashions of America's top designers and filmed in cooperation with leading women's magazines and fashion houses, is being distributed by DuMont TV network's film department.

PENNANT GROUP

Forms in Hollywood

INCORPORATED for $100,000, new Hollywood television-radio production and packaging company, Pennant Productions Inc., has been organized with headquarters at General Service Studios.

Ed Woodworth, formerly production supervisor for Commodore Productions Inc., who recently formed Citation Productions, heads group as president. Harrison Dunham, attorney and former general manager of KTTV Hollywood, is secretary and counsel.

New company plans four half-hour TV film series, first to be *Date With Destiny*, which was to have been produced by Citation Productions. Pennant will establish New York and Chicago offices, it was said.

Mr. Dunham also is spearheading formation of General Television Network, and reportedly backed by a group of nationally known TV station owners and financiers, has been negotiating purchase of General Service Studios from George and James Nasser for $2¼ million.

Telecourse Expands

EXTENSION to western Michigan of college courses by television given by the U. of Michigan on its *Television Hour* (Sunday, 1 p.m.), planned and taught by faculty members, has been announced. WKZO-TV Kalamazoo, in an arrangement by General Manager John E. Fetzer and WWJ-TV Detroit's Manager W. E. Walbridge, will broadcast to western Michigan. WWJ-TV, where the program originates, and WJIM-TV Lansing already carry the program.

WTVJ (TV) Expands

WTVJ (TV) Miami, Fla., is renovating the Capitol Theatre in the city to give it additional space for studio, office, storage and maintenance facilities. The structure will contain three stories when it is completed, the station has announced. It is adjacent to a three-story building which already houses WTVJ.

CBS-TV Rodeo

CBS-TV has announced plans for a weekly hour telecast of its own rodeo featuring top talent if audition passes test. Kinescope will be filmed April 13 at Knott's Berry Farm near Santa Ana, Calif.

CALIFORNIA'S Gov. Earl Warren resumes half-hour monthly KECA-TV Hollywood *Report to the People* April 16.

TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios of
VIDEO VARIETIES CORPORATION
Office 41 E. 50th St., N.Y. 22 MU 8-1162

THE CABLE IS COMING!

THE COAXIAL CABLE ARRIVES IN HOUSTON

JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! Complete coverage of these vital events will **SKYROCKET** an already booming TV market in the Great Southwest!

BEGINNING APRIL 26 and continuing through JULY 1, KPRC-TV and The Houston Post will cooperate with television distributors and dealers in a GIANT promotion and merchandising campaign to stimulate TV set sales in the Houston area.

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

KPRC-TV

Channel 2 • Houston

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.

GOLF TOURNEY

Higgins, Roche Winners

BRAVING inclement weather, more than 80 divot diggers fought the battle of Bunker Hill Country Club in Chicago March 30 to decide the champions of the 18th annual BROADCASTING • TELECASTING-NARTB golf tournament at convention opening last week.

The golfers recorded excellent scores despite the weather, with Joe M. Higgins, WTHI Terre Haute, Ind., shooting a 79 for low gross first prize and Steve Roche, NBC Chicago, scoring 61, aided by a blind bogey handicap of 30, to win low net honors.

The two received silver trophies from BROADCASTING • TELECASTING, which entertained with its annual "19th hole party." Tom O'Connell of J. Walter Thompson Co., Chicago, took second low gross score with an 80 and S. (Bud) Fantle Jr., KELO Sioux Falls, S. D., totaled 81 for third place.

The Bolling Co.'s John Coy, Chicago, shot a net 64, helped by a 30 handicap, for second low net, while Glenn Wilkinson of Wilkinson, Boyden & Crogun, attorneys, Washington, took third net honors with a 67.

Tom O'Neil of General Tire & Rubber Co., Akron, Ohio, and Tom Wilson of Dow, Lohnes & Albertson, attorneys, Washington, won free subscriptions to the *Golf Digest* which were donated by John Barnett, editor, for the most pars in the first nine holes.

FLORIDA BROADCASTERS

Schedule Meeting May 22-23

TWO-DAY meeting of the Florida Assn. of Broadcasters will be held May 22-23 at the Royal York Hotel, Miami Beach. Officers and two new directors will be elected for the year commencing July 1. Current president and secretary-treasurer are S. O. Ward, WLAK Lakeland, and John Browning, WSPB Sarasota, respectively.

Speakers for the Thursday night dinner meeting, Friday banquet and business sessions have not been announced. Program chairman for the meeting is George Thorpe, WVCG Coral Gables.

Sixty six of the state's 75 stations are members of the FAB, said to be the oldest state broadcasters group in the country.

Wins Scholarship

KURT F. W. MOELLER, electrical engineering major at Polytechnic Institute of Brooklyn and graduate of RCA Institutes, was announced Wednesday as winner of a four year university scholarship offered by RCA. Scholarship committee consisted of Dr. Alfred N. Goldsmith, consulting engineer; Dr. Ernst Weber of the Polytechnic Institute, and Maj. Gen. George L. Van Deusen, RCA Institutes president, with final selection approved by the RCA education committee.

SECOND-TIME winner Joe Higgins (r) of WTHI Terre Haute, Ind., in BROADCASTING • TELECASTING'S annual golf tourney conducted during the NARTB convention, congratulates Steve Roche of NBC Chicago, who won the low net trophy with a 61 score on a 30 handicap. Mr. Higgins took the low gross cup with a 79. The tournament took place Sunday preceding the meeting in Chicago.

POPPELE CHOSEN

Heads Radio Pioneers

JACK R. POPPELE, WOR New York, was installed as president of the Radio Pioneers Club at the club's annual dinner held Tuesday night during the NARTB Chicago convention. He succeeded Carl Haverlin, BMI, in the office.

Other officers elected were: Paul W. Morency, WTIC Hartford, first vice president; Martin Campbell, WFAA Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, *Tele-Tech*, vice president; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

Citations for unusual contributions to radio were awarded Dr. Lee de Forest, radio inventor; Brig. Gen. David Sarnoff, RCA; Hon. Herbert Hoover; Dr. Alfred N. Goldsmith, consultant, and Charles Pannill, inventor. Mr. Guy made the presentations, with Mr. de Forest responding. The posthumous Radio Hall of Fame award went to Reginald Aubrey Fessenden for pioneering inventions in transmitting light, sound and electric waves. William S. Hedges, NBC, announced the selection. Dr. Christopher Crittenden, director, North Carolina Dept. of Archives and History, accepted the award.

Ex-President Hoover greeted the club by tape recording.

Mr. Haverlin announced that Victor C. Diehm, WAZL Hazleton, Pa., had been elected a life member in the club. The station staff surprised him by sending the $100 fee to the club.

Thomas K. Finletter, Secretary of the Air Force, delivered the principal address of the evening, reviewing progress of the air construction program.

CBS has donated offices in recently leased Earl Carroll Theatre, Hollywood, to Radio-Television-Recording Charities Inc.

Broadcasting - NARTB Golf Scores

			Gross	H	Net
Lloyd Nelson	Vogue Wright Studios	Chicago	92	18	74
Dick Hughes	Edward Petry Co.	St. Louis	86	15	71
Rollie Fishburn	Edward Petry Co.	Chicago	96	27	69
Tom O'Connell	J. Walter Thompson Co.	Chicago	80	12	68
Malcolm Sullivan	J. Walter Thompson Co.	Chicago	104	21	83
Norman C. Lindquist	Atlas Film Corp.	Chicago	112	30	82
Bob McGorrin	Quaker Oats Co.	Chicago	118	30	88
Tye Robinson	Sunbeam Corp.	Chicago	98	18	80
John Coy	Bolling Co.	Chicago	94	30	64
John T. Carey	WIND	Chicago	95	18	77
Carlton F-J Jewett	Robert Meeker Assoc.	Chicago	104	24	80
Jerry Glynn	AM Radio Sales Co.	Chicago	90	18	72
H. Leslie Atlass Jr.	WIND	Chicago	107	27	80
Joe M. Higgins	WTHI	Terre Haute	79	6	73
Harry Dieter	Foote, Cone & Belding	Chicago	107	30	77
Al Schroeder	WMAQ	Chicago	86	18	68
Steve Roche	NBC	Chicago	91	30	61
Jim Wehrheim	NBC	Chicago	98	27	71
Charles Pratt	Edward Petry Co.	Chicago	102	30	72
Joe Perry	Tatham-Laird	Chicago	99	30	69
Howard Medici	Ruthrauff & Ryan	Chicago	99	30	69
Neil Murphy	NBC	Chicago	92	21	71
Bill Mailleefert	Edward Petry Co.	New York	102	30	72
George Bachus	Edward Petry Co.	New York	103	30	73
Bill Harms	Edward Petry Co.	Chicago	94	12	82
Franklin H. Small	WNDR	Syracuse, N. Y.	101	30	71
S. (Bud) Fantle	KELO	Sioux Falls, S. D.	81	9	72
Glenn Wilkinson	Wilkinson, Boyden & Crogun	Washington	97	30	67
C. N. Layne	KID	Idaho Falls, Ida.	98	30	68
Pete Shuebruk	Fly, Shuebruk & Blume	Washington	101	30	71
Marv Rosene	WLOL	Minneapolis	94	30	64
R. Peterson	WBKB (TV)	Chicago	93	21	72
Lewis G. Green	Green Assoc.	Chicago	82	9	73
Walter Preston	WBKB (TV)	Chicago	86	15	71
Dan Meadow	RCA	Indianapolis	96	24	72
Bob J. Burow	WDAN	Danville, Ill.	88	18	70
Max Everett	Everett-McKinney	New York	89	12	77
Bob Everett	Price, Robinson & Frank	Chicago	86	21	65
Fred Klein	Toni Co.	Chicago	99	24	75
Bruce Bryant	Edward Petry Co.	Chicago	84	15	69
Bill Oldham	Edward Petry Co.	Chicago	82	12	70
Lou Smith	Edward Petry Co.	Chicago	86	9	77
Ted Jeffrey	Kraft Foods Co.	Chicago	101	21	80
Don Harding	Edward Petry Co.	Chicago	109	30	79
Jack Matthews	Edward Petry Co.	Chicago	113	30	83
Frosty Blair	Edward Petry Co.	Chicago	110	30	80
Jack Stillwell	WLS	Chicago	99	30	69
Bill Nelson	WLS	Chicago	98	30	68
Russ Jolly	NBC	Chicago	116	30	86

Rain prevented the following from finishing after playing nine holes:

			Nine Holes
Hal Holman	Hal Holman Co.	Chicago	49
Kent Holman	Hal Holman Co.	Chicago	46
Ken Ponte	WBKB (TV)	Chicago	56
Bill Ryan	WBKB (TV)	Chicago	52
Bruce Roberts	WBKB (TV)	Chicago	49
Dan O'Neil	WBKB (TV)	Chicago	48
Harold M. Gross	H. M. Gross Co.	Chicago	48
Clair L. Stout	Dow, Lohnes & Albertson	Washington	41
Tom W. Wilson	Dow, Lohnes & Albertson	Washington	38
Bob Harrington	WSVA	Harrisonburg, Va.	42
Gene Trace	WBBW	Youngstown, Ohio	40
Jack LaMarr	J. Walter Thompson Co.	Chicago	41
Bill Eberling	Monogram Pictures	Chicago	41
Bill Thompson	MBS	Chicago	44
Dick Cass	MBS	Chicago	44
Tom Henry	MBS	Chicago	44
Bill Shaw	Broadcasting-Telecasting	Chicago	39
Win Levi	Broadcasting-Telecasting	Washington	41
Maury Long	Broadcasting-Telecasting	Washington	40
Jack Evanson	Henry Atkinson Inc.	Chicago	39
Tony Weber	Henry Atkinson Inc.	Chicago	40
John Nilson	CBS	Chicago	45
Barbara Mattson	CBS	Chicago	40
Bert West	CBS	Chicago	46
Marge Flotron	CBS	Chicago	40
W. Ted Pierson	Pierson & Ball	Washington	39
Tom N. Dowd	Pierson & Ball	Washington	42
Tom O'Neil	General Tire & Rubber Co.	Akron	39
Dick Byrne	MBS	Chicago	41
Mac Chandler	CBS	Chicago	46
Paul Schlesinger	Tatham-Laird	Chicago	45
Bill Davis	CBS	Chicago	55
Jim Shaw	Henri, Hurst & McDonald	Chicago	61

GOOD MUSIC GROUP

Plans Audience Study

AUDIENCE surveys on listenership, composition, family habits and income level will be completed by the Good Music Stations which include WFLN (FM) Philadelphia, WEW St. Louis, WEAW (FM) Evanston, Ill., WQXR New York, WGMS Washington, WXHR Boston, WSNJ Bridgeton, N. J., KFAC Los Angeles, KEAR San Mateo, Calif., KIXL Dallas and WBIB (FM) New Haven, Conn.

Report will be ready in June for use by the group's national sales organization. Results of two local studies made in Philadelphia and New York will be correlated with surveys being done in St. Louis, Raymond Green, chairman, announced last week.

Sales strategy was outlined by managers of Good Music Stations who met during the NARTB convention. Meeting was centered around attracting more local and national business to the stations, seven of which are both AM and FM outlets.

Combined sales presentation will deal with "discriminating listening and buying audiences" which the group claims to have.

ALAN REED, who portrays Mr. Clyde and John Brown, who portrays Al on CBS Radio *My Friend Irma*, are partners in manufacture of new speaker housing to be demonstrated at Sound & Electronics Show in Long Beach, Calif., this summer.

COVERAGE RIGHTS

Argued in Chicago

RADIO and TV are having their microphones and cameras pushed out of court and legislative proceedings but it's their own fault.

This charge spiced a wide-open debate on coverage of trials and hearings as NARTB's convention wound up three days of meetings in Chicago last week.

An afternoon of formal debate by two nationally known legal figures wound up with agreement that basic rights of the public to hear and see such proceedings must be protected against hasty and unfair action by rule and law-making bodies.

Pitted against each other in a contest that was regarded as an outstanding presentation of the radio and TV case were James M. Landis, attorney, and Louis Waldman, labor attorney.

Mr. Landis argued on behalf of radio-TV reporting of proceedings. He contended the public is entitled to know how its judicial, regulatory and legislative bodies operate.

Taking an oratorial position against pickup of proceedings, Mr. Waldman readily conceded in a free-for-all discussion after the formal debate that broadcasters and telecasters have their own rights. He chided the industry for falling flat on its face in failing to make its position known while the New York legislature was considering its recent bill banning radio-TV-movie reporting of proceedings involving subpoenaed witnesses. The bill recently became law.

Mentions Broadcasters Rights

Mr. Waldman is chairman of the New York State Bar Assn. committee on human rights, a committee that endorsed the legislative position. He said he would like to see "a better arrangement between broadcasters and the bar" and conceded again that broadcasters rights should be protected as well as those of the general public.

In a final observation, Mr. Landis termed the old Mayflower decision of the FCC "ridiculous." He added, "I can't understand it." The decision had prevented broadcasters from taking editorial stands.

No runs-hits-errors tabulation was made of the 2½-hour contest but it was conceded by most of the participants and observers that the industry's position was greatly strengthened by the exchange of views and the running fire of oratory. The debate started out with the two chief participants taking diametrically opposite views. It ended with what was described as a healthy statement of positions that will inevitably clear up misconceptions of the way public proceedings are covered by electronic media.

Newspapers were criticized at several points for their unfair headlines and biased presentation of hearings and trials, pointing up the relatively accurate and uncolored versions given the public when the microphone and camera are present. At the same time, Mr. Waldman made the point that stations tend to pick the exciting and the dramatic in their coverage.

Referring to Speaker Sam Rayburn's recent ruling that House of Representative rules do not permit radio-TV coverage, Mr. Waldman said he had congratulated Speaker Rayburn for the decision but added this pointed comment, "I deplore his decision."

As the debate got under way, Mr. Landis reduced the issue to this point, "Does TV create new possibilities of abuse." Then he asked rhetorically, "is there anything fairer than TV? It eliminates the possibility of misrepresenting the situation. Unlike newspapers, TV can't color proceedings. Greater publicity develops an interest in good government."

Inequities in the conduct of hearings and trials must be solved by forms in rules and laws, he said, rather than by mere suppression of publicity. He conceded there is some "hamming" by politicians and witnesses but suggested this would backfire in the end.

Actually the effect of TV coverage is "serving," he contended, serving as a protection of basic rights of the witness. He felt an innocent man would want TV coverage instead of mere reporting by the press.

Judicial proceedings are different from legislative hearings, he agreed, but predicted that if the public could see a judge asleep on the bench or watch mal-administration of justice it would bring fast reforms that are hard to accomplish by means of bar association reports and resolutions.

Kefauver's TV Success

Mr. Landis referred to the prominence Sen. Estes Kefauver (D-Tenn.) achieved as a result of TV, setting off a point that was referred to frequently. Mr. Waldman suggested the "lesson of Kefauver has not been lost on other legislators," who observed what TV could accomplish. "Where human rights are involved it's a different situation," he warned. The legal questions centering around human rights were worked over at some length by both debaters. The matter of "mike fright" was brought up, too. Mr. Waldman said the mechanics of broadcasts and telecasts can jeopardize ability of a witness "to be himself." He called the Kefauver hearings "a Barnum & Bailey performance."

Mr. Landis predicted the public will decide whether the hearings were merely a circus. "If trials are dignified, let the people know," he said. "If they are not, let the people know."

Newspapers have deadlines, Mr. Landis said, and all legislators and committee lawyers know them, arranging testimony accordingly.

"If Senator McCarthy (R-Wis.) were after me, I would want television coverage," Mr. Landis said. "If the government is run badly, put congressmen and senators on the screen where we can look at them. I'm deeply sincere in that conviction."

Mr. Waldman said protection must be given people whose lives and rights are involved. "We can't use public education as a device to kick people around," he argued.

During the question period Lester L. Gould, WJNC Jacksonville, N. C., criticized Mr. Waldman's bar group. "You acted without my consent, you deprived me of my rights," he said. Again Mr. Waldman struck at the industry, saying, "You should have insisted on public hearings in the New York legislature. You were asleep." Mr. Waldman conceded he would not have opposed telecasting of such hearings.

Due Process Clause

R. Russell Eagan, Washington radio attorney, asked how coverage could jeopardize the due process clause. Mr. Landis replied that constitutional law "is really only horse sense and statesmanship."

Mr. Waldman finally observed that the New York statute is borderline in its application though constitutional in regard to the way it was drafted.

"What power has a senator to call a witness a racketeer before 20 million people," Mr. Waldman asked, drawing a quick response from Mr. Landis who termed this one of the foundations of free government.

Rex Howell, KFXJ Grand Junction, Col., long a leader in the fight on behalf of editorializing on the air, raised this point, drawing from Mr. Landis the harsh criticism of the former FCC policy.

Ralph W. Hardy, NARTB government relations director, said there was a tendency to confuse closed and open hearings. "If a witness is subpoenaed to testify in an open hearing, is it his right to decide whether to tell his story?" he asked Mr. Landis.

"That's the committee's right," Mr. Landis replied. "If the hearing is open, open it to this means of communication." He praised *Meet the Press* and similar programs, and said he might have decided not to vote for a Presidential candidate he had watched in action on television. "It's wonderful what the public gets out of these programs," he added.

Getting back to the Kefauver hearings, Mr. Waldman called Rudolph Halley a lawyer whose television appearances had brought him into a top public position in New York City. "Halley was put in office because he cleaned up a condition that smelled to high heaven," Mr. Landis responded.

On the stage fright issue, Judge Justin Miller, who moderated the proceedings, posed this question, "Suppose a witness on the stand in a trial is embarrassed? Does that mean he is not required to testify?" Mr. Waldman thought it was a question of degree.

Don Elias, WWNC Asheville, N. C., observed it is "the fairest thing in the world to let the public hear—to let the public see your actions and note your intonations."

CEREMONY launches Hal Fellows (r), NARTB president, as commodore in the Oklahoma Navy. Doing the honors by bestowing the certificate on behalf of Gov. Johnston Murray is J. J. Bernard, KOMA Oklahoma City general manager. Presentation was made during Oklahoma Broadcasters Assn. meeting [B•T, March 24].

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

WSYR SYRACUSE NBC Affiliate

*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys

RADIO'S ECONOMIC FUTURE

'Strictly Marginal'—Shouse

RADIO, which almost alone among U.S. businesses continued to expand during the depression '30s, may now face an economic future in which its gains will be "strictly marginal," James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said last week.

In a major address to the NARTB convention, Mr. Shouse saw signs of a general U.S. recession.

"I might as well come right out and say it," he said. "I do not think our economy is healthy by any standard that I can determine."

Mr. Shouse said that whereas a year ago "virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor," now there was a definite lull in consumer industries.

"In a wide and growing range of consumer industries," he said, "plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky."

Profits Compared

Generally, he said, corporate profits in the first quarter of 1952 are down about 20% from profits in the first quarter of 1951. In consumer industries "that provides your income and mine" the decline in profits has been greater than 25%.

Mr. Shouse, who is also vice president and a director of Avco Mfg. Corp., said that tax increases have slowed down consumer spending, particularly for durable goods.

"The pyramiding of two tax increases has caught the whole country completely unaware," he said. Its effect has been to hit a "really big segment of the population" with big taxes "for literally the first time in the history of the country."

In this economic atmosphere, Mr. Shouse said, broadcasters "need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era which I am sure we are approaching."

"I do think," he said, "that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year.

"The rest of the country had a depression through most of the '30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble.

"That can happen only so long. "It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal."

Television, Mr. Shouse said, is now in a position somewhat like that of radio in the '30s: "It has more of its future ahead and lacks most of radio's 30 years of past."

Though he "would be the last person in the world to try to evaluate the ultimate future relationship between radio and television," Mr. Shouse said he was "glad that I have both kinds of stations and I am sure there will always be both kinds."

Impact of TV on Radio

One reason that radio was the first of the major media to feel the impact of TV was that "radio has had a terribly bad break from the time that television really got started," Mr. Shouse stated.

"There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television," he said.

"But the tragedy has been in the sheer mechanical facts of the way advertising is bought."

At the outset of TV, television buying was taken as a prerogative of radio departments and timebuyers in advertising agencies, Mr. Shouse pointed out. Psychologically, this had a profound effect within the agencies and upon their clients, for TV interest distracted from radio interest within the timebuying departments and hence TV was emphasized. Had TV buying been lodged with spacebuyers, newspapers and magazines would have suffered instead of radio.

Mr. Shouse thought there is now a tendency to disassociate radio and television timebuying within some agencies, a trend which he hoped would be encouraged.

Mr. Shouse said the uncertainty "must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business."

In his opinion, these stations must continue to exist if what he described as a trend toward statism in the U.S. is to be abated.

The majority of radio stations are operated as proprietorships and they, along with most newspapers, small retailers and farmers represent the "last great proprietorship class left in the United States.

"You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear," he told the broadcasters. "Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated."

He said that broadcasters "knew long before most of the rest of American business what it was to be regulated.

"We have been regulated by Congress since 1928 and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction."

MANAGEMENT

Panel Airs Problems

EXCHANGE of ideas on improvement of station management practices marked a forum held Tuesday afternoon during the NARTB convention in Chicago. Panel moderator was Chet Thomas, KXOK St. Louis.

The four panel members set the pace by discussing current practices. William B. McGrath, WHDH Boston, urged managers to hire carefully, pay well and make the station a happy place to work. Simon R. Goldman, WJTN Jamestown, N. Y., suggested careful checkup on costs and sales.

Robert T. Mason, WMRN Marion, Ohio, and Leslie C. Johnson, WHBF Rock Island, Ill., discussed problems in their areas.

Topics discussed included talent fees, development of personalities, special problems in different markets, impact of television, use of budgets, turnover, pooling of talent fees and pirating of personnel.

GEORGE LEWIS, director of National Assn. of Gagwriters, will address Washington, D. C., branch April 11. Founder of NAG, which sponsors comedy development centers in cities throughout the U. S., will discuss "Careers in Comedy."

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ASSOCIATED PRESS Broadcasters of Arkansas elected new officers at Little Rock meeting March 16. They include (front row, l to r): Ray Dexter, station manager, KDRS Paragould, president; Oliver Gramling, AP assistant general manager for radio; Fred J. Stevenson, general manager, KGRH Fayetteville, director. Standing (l to r): W. N. McKinney, general manager, KELD El Dorado, director; L. B. Tooley, manager, KNAR Hope, director, and Mark Weaver, news editor, KLRA Little Rock, vice president.

programs promotion premiums

SUMMER in St. Louis and details of the $900,000 sale possibilities there are outlined in promotion piece issued by KMOX St. Louis. Folder points out for advertiser's benefit that "they *listen* just as much—they *buy* just as much" as during any other period of the year. Results of a market survey taken for the summer of 1951 are also stated.

LETTER PLUGS PROGRAM

REPRINT of congratulatory letter written by a satisfied sponsor has been distributed by KYW Philadelphia to promote *KYW Feature Drugs*, merchandising idea worked into a program by Hal Moore of station's staff. Copy states enthusiastic response show has received from druggists who are participating in the plan.

CONVENTION COVERAGE

FIRST hand information on goings-on at both Republican and Democratic national conventions will be supplied to listeners of WHIM Providence, R. I., by one of station's newsmen who will be present at both party meetings. Fifteen minute program daily will be tape recorded by the reporter and flown to WHIM for broadcast next day. Recorded telephone interviews have also been planned by the station.

PRO-RADIO CAMPAIGN

STANDARD Radio Transcription Services Inc., L. A., slogan, "Get More For Your Dough on Radio," is being given full promotional treatment in company's advertising. Company's newest idea is Sponsor-Tailored Idea Cards, containing suggestions for use of Standard Program Library material in its subscriber stations' campaigns.

KXOK GOES TO HOME SHOW

UNIQUE among exhibits seen at Bildors Home Show which opened March 29 in St. Louis was display devoted to KXOK-AM-FM that city as well as station's advertisers. Remotes were conducted every afternoon and two monitor-speakers carried KXOK programs throughout the show which closed April 6.

WDSM SPONSORS CONTEST

NAVIGATION Jackpot Contest has been launched by WDSM Superior, Wis., based on opening of navigation in the Duluth, Minn.-Superior, Wis. harbor. Person most closely guessing exact arrival time of the first boat entering the harbor wins $500. Registrants also have chance to win prizes valued at over $1,000 which have been contributed by local merchants. Time buyers and agency people from all over the country are also able to enter the contest to compete for special $100 navigation jackpot prize.

'RED CROSS BUN' DRIVE

RED Cross Buns instead of Hot Cross Buns proved a popular gimmick at WHAM Rochester when Bob Keefe introduced new product into the current campaign. Local supermarket chain adopted the idea and announced that all receipts from sale of the buns would be donated to the Red Cross drive.

'PROMOTION' IS DEFINED

POSTCARD promotion based on Webster's definition of the word "promote" has been issued by Robert S. Keller Inc., N. Y., radio promotion firm. Mr. Keller suggests you mail the card, if you're in the market for more national business, to his organization which has "been *contributing to the growth and prosperity of* radio clients . . . on a *promotional* level" since 1946.

STATION-LIBRARY TEAM

PROJECT designed to afford the listener an opportunity to brush up on coming radio events has been worked out by WKBZ Muskegon, Mich., and the Hackley Public Library there. Program schedule listing Metropolitan Opera selection, topic of coming *America's Town Meeting of the Air* and other ABC features are posted in the library along with references as to where information on each subject can be obtained in the library files.

TALENTED COMBINATION

COMBINING station's on-the-air personalities, KLAC Hollywood has introduced *Platter Pulse* featuring five disc jockeys, Dick Haynes, Peter Potter, Bob McLaughlin, Gene Norman and Alex Cooper playing ten top tunes each day received from Music City, Hollywood record store. The store in turn promotes the show by displaying life size pictures of the five emcees in new serve-yourself record bar.

WIP'S EXTENSIVE COVERAGE

MORNING disc show beamed by Mac McGuire to armed forces around the world from WIP Philadelphia has a varied listening audience, according to station reports. Japanese listener in Tokyo wrote in that he had heard Mr. McGuire's request for funds for the March of Dimes and sent along 200 yen to help out.

PROGRAM EXPANDS TO FM

RADIO series, *Studio Schoolhouse*, sponsored on WFIL Philadelphia by RCA Monday through Friday, has been made available for FM reception. Programs designed for in-school listening are in their ninth year on the station. Nearly 7,000 students have visited the studio for participation in the broadcast.

STATIONS UNIT OPERATION

RADIO stations in Milwaukee, Wis., combined operations for a two week period in March for the 28th annual Milwaukee Home Show held in the city auditorium. Broadcasting from the special events stage, WMAW, WISN, WFOX and WOKY interviewed show visitors and described exhibits, fashion shows, interior design and cooking demonstrations for benefit of listeners. Special feature presentations were prepared by each station providing greatest coverage by radio in home show's history.

PHOTOGRAPHY COMPETITION

CONTEST open to both amateur and professional photographers has been inaugurated by CBS at site of CBS Television City now being constructed in Los Angeles. Photographers may shoot pictures of the center from noon to 3 p.m. on three successive Saturdays. Prizes for best pictures range from TV sets to U. S. Defense Bonds.

KNX's STORE PROMOTION

CROSS promotion has been started by KNX Hollywood with a monthly salute to a "Store of the Month" ranging from grocery store to pharmacy. Selected place of business receives a printed scroll bearing its name and that of the manager. In return, store displays products it handles which are advertised on KNX.

SPOTS GET RESULTS

NINE new car dealers were brought to the microphone at WAKU Latrobe, Pa., forty times in one day in promotion carried out by the station. In connection with auto show, station had dealers transcribe announcements calling attention to time and date of showing. WAKU reports spots brought overflow crowds and one additional dealer into the station's family of sponsors.

KBIG'S COAT-OF-ARMS

COAT-OF-ARMS dignifying KBIG Avalon, Calif., new station starting May 1, consists of two crossed sticks, all that remains of two Eskimo Pies. Reason for such heraldic blazonry is that Golden State Co. Ltd., San Francisco (Eskimo Pie Co.), is station's first national sponsor with purchase of 52 minute and half-minute spot announcements through Guild, Bascom & Bonfigli Inc., that city.

ADDED ATTRACTION

NEW cast member has been added to *Paul Dixon Show* on WCPO-AM-FM-TV Cincinnati. Pamela Dixon, Mr. Dixon's daughter, has been chosen to play the part of "Miss Bonnie Nu Maid" in the Nu Maid commercials in addition to assisting her father in pantomiming of latest records. Pamela, incidentally, is three years old.

POLITICAL INFORMATION

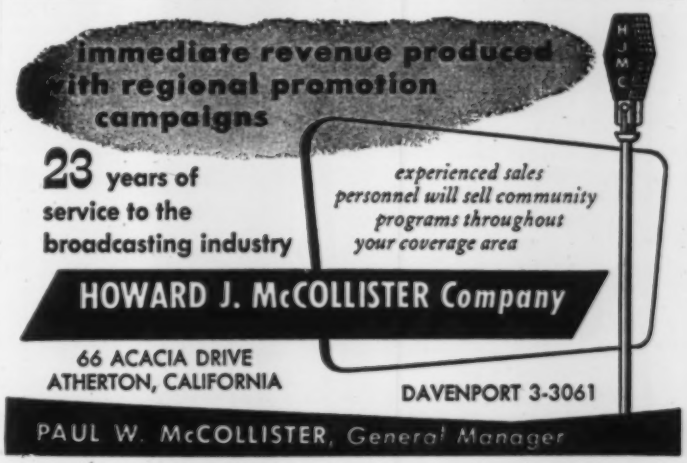
PROGRAM package designed to acquaint listeners with election mechanics from the "precinct to the national level" is being aired by WMT Cedar Rapids, Iowa. *Politics is Your Business* will be heard in 20 half-hour installments. In addition to featuring candidates from the state, 300 high schools are participating in contest conducted by the station to stimulate political interest among students.

KSL ANNOUNCES CODE

TEARSHEET has been mailed out by KSL-TV Salt Lake City picturing seal adopted by NARTB TV Code as well as reprint of text of code itself. Copy announces that KSL-TV subscribes to the code and that practices it outlines are adhered to by the station.

TELEVISION SERIES ON MAN

SIX-PROGRAM television series on general subject of "man" will be produced by NBC television network and American Museum of Natural History, New York. Scientists and explorers associated with museum are to counsel and perhaps appear on programs on physical, social and psychological aspects of man and the earth, sea and universe he lives in. Project may be completed by the end of the year.


immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

March 28 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co. Mobile, Alabama—Granted petition for continuance of hearing from March 28, without date and until further order of Commission, in proceeding re its application; applicant's consulting engineer is engaged in preparation of certain data which, it is alleged, may obviate necessity of hearing.

WTOD Toledo, Ohio and The Rural Bcstg. Co. Oak Harbor, Ohio—Granted motion of WTOD to file reply to proposed findings and conclusions of other parties in proceeding re its application and to Rural Bcstg. Co. of Ohio to file its answer thereto.

By Hearing Examiner Leo Resnick

Paramount Pictures Corp.—Granted petition authorizing taking of depositions on written interrogatories of certain officers of Paramount Pictures Corp. and Paramount Television Productions Inc. in proceeding re Docket Nos. 10031-10034.

By Hearing Examiner
James D. Cunningham

WKOW Madison, Wisconsin—Granted petition for continuance of hearing upon its application. Upon Commission's own motion, hearing continued until further order pending action by FCC en banc on petition for reconsideration of action ordering the hearing which petitioner alleges is being prepared for filing.

FCC CORRECTION
By Hearing Examiner
Elizabeth C. Smith

Frank D. Tefft Jr. Big Rapids, Mich.—Ordered that exhibits No. 18, 19 and 20 be received in evidence in this proceeding. Further Ordered that record be closed.

March 28 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Paul A. Brandt, Big Rapids, Mich.—Application for CP new AM station on 1550 kc, 1 kw D, AMENDED to change frequency to 1460 kc, power to 500 w D, etc.

Application Amended

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Application for CP new AM station on 1310 kc, 1 kw D, AMENDED to change trans. and studio locations and change from non-directional ant. to DA.

License for CP

WLCS-FM Baton Rouge, La.—License for CP, as mod., which authorized new FM station.

Modification of CP

WJJL Niagara Falls, N. Y.—Mod. CP, which authorized changes in trans. location and new ant., for extension of completion date.

License Renewal

Following stations request renewal of licenses:
WBML-FM Macon, Ga., KVOF-FM El Paso, Tex., and WMOC Covington, Ga.

TENDERED FOR FILING

AM—810 kc

WKVM San Juan, P. R. — CP to change frequency from 1070 kc to 810 kc, change trans. location and DA pattern.

AM—930 kc

KSDN Aberdeen, S. D.—Mod. license to change from DA-DN to DA-N.

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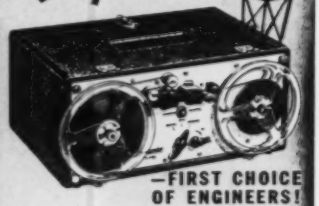

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FCC actions

MARCH 27 THROUGH APRIL 3

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

March 31 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

WEIR Weirton, W. Va., and WSTV Steubenville, Ohio—Granted motion of WEIR for dismissal without prejudice of its application and dismissed as moot its petition to enlarge issues in proceeding; also dismissed as moot petition of WSTV for leave to intervene in proceeding re application of WEIR.

Chief, FCC Broadcast Bureau—Granted petition for extension of time to April 4 to file exceptions to initial decision issued re application for license to cover CP for Station KCIJ Shreveport, La.

Liberty Bcstg. Co., Liberty, Tex. — Granted petition for acceptance of its late appearance in proceeding re its application and that of KTHT Houston, Tex.

By Hearing Examiner J. D. Bond

WOOK Washington, D. C.—Granted petition for leave to amend its application to show in application operation of proposed synch. amp. nighttime only and to delete all reference to daytime operation in order to give improved coverage to Washington area.

By Hearing Examiner
James D. Cunningham

KCIL Houma, La.—Ordered that record of hearing be reopened. Granted petition for leave to further amend application to correct geographical coordinates of trans. site specified therein, and record of hearing was closed.

April 1 Decisions . . .

BY FCC BROADCAST BUREAU

Extend Completion Date

WJZ-TV New York—Granted mod. CP for extension of completion date to 9-30-52.

Granted License

WCHO Washington Court House, Ohio—Granted license for new AM station: 1250 kc, 500 w D.

WKHM Jackson, Mich.—Granted license for new AM station: 970 kc, 1 kw, DA-2, unl.; cond.

KUTE (FM) Glendale, Calif.—Granted license new FM station: 101.9 mc (Ch. 270), 11.6 kw; ant. 630 ft.

WPRS-FM Paris, Ill.—Granted license new FM station: 98.3 mc (Ch. 257), 1 kw, ant. 225 ft.

KRNT-FM Des Moines, Iowa—Granted license new FM station: 104.5 mc (Ch. 283), 50 kw, ant. 530 ft.

WPAR-FM Parkersburg, W. Va.—Granted license new FM station: 106.5 mc (Ch. 293), 8.9 kw, ant. 280 ft.

WSPE Springville, N. Y.—Granted license new noncommercial educational FM station: 88.1 mc (Ch. 201), 10 w.

KWEW Hobbs, N. M. — Granted license covering changes in ant. system and change in trans. location.

Granted Modification

WPAA Mayaguez, P. R. — Granted mod. CP for approval of ant. and trans. location, and specify main studio location; cond.

WNCA Silver City, N. C.—Granted mod. CP for approval of ant. trans. and main studio locations.

KVNC Winslow, Ariz.—Granted mod. CP for extension of completion date to 8-8-52; cond.

WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 5-15-52; cond.

WJFR Caguas, P. R.—Granted mod. CP for extension of completion date to 10-18-52.

KVOZ Laredo, Tex.—Granted mod. CP to make changes in ant. system, change trans. and extend commencement and completion dates to 2 months and 8 months from date of grant.

WBUD Trenton, N. J.—Granted mod. CP for extension of completion date to 6-1-52.

KMPC Los Angeles—Granted mod. CP for extension of completion date to 9-30-52; cond.

April 1 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

WHIL Medford, Mass.—Mod. CP, as mod., which authorized new AM station, for change frequency from 1340 kc to 1430 kc, increase D power from 250 w to 500 w, etc.

Modification of License

KWLM Willmar, Minn.—Mod. license to change studio location.

Modification of CP

KDSJ Deadwood, S. D.—Mod. CP, as mod., which authorized frequency change, power increase, DA-N, etc., to change studio location and trans.

WRDB Reedsburg, Wis.—Mod. CP, which authorized new AM station, for approval of ant., trans. and studio locations.

WTVB-FM Coldwater, Mich.—Mod. CP, as mod., which authorized new FM station to change ERP from 770 w to 311 w, ant. height from 220 ft. to 233 ft. above average terrain and type of ant.

License Renewal

Following station request renewal of license:
KWHN Fort Smith, Ark., KFFA Helena, Ark., KXAR Hope, Ark., KNBY Newport, Ark., KRLW Walnut Ridge, Ark., WIKC Bogalusa, La., KLFY Lafayette, La., WLOX Biloxi, Miss., WGVM Greenville, Miss., WJDX Jackson, Miss., WLAU Laurel, Miss., and WVIM Vicksburg, Miss.

TENDERED FOR FILING

AM—570 kc

WACL Waycross, Ga.—CP to change hours of operation from D to unl., install DA-N, using 1 kw.

AM—1060 kc

KXOC Chico, Calif. — CP to change frequency from 1150 kc to 1060 kc, increase power from 5 to 10 kw, etc.

AM—1280 kc

KTLN Denver, Col.—CP to change frequency from 1150 to 1280 kc, increase power from 1 kw to 5 kw, install DA-DN, change hours of operation from D to unl., and change trans. location, etc.

April 2 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

WKVM San Juan, P. R.—Mod. CP, as mod., which authorized frequency change, power increase, DA-DN, change trans. and studio locations, etc., to change frequency from 1070 kc to 810 kc, change DA, etc.

AM—920 kc

Montezuma Bcstg. Co., Andalusia, Ala.—Application for CP, new AM station, AMENDED to change frequency from 1190 kc to 920 kc and change ant.

AM—930 kc

KSDN Aberdeen, S. D.—CP to change from DA-DN to DA-N.

License for CP

KFXD Nampa, Idaho—License for CP which authorized power increase and change from DA-DN to DA-N.

KIOA Des Moines, Iowa—License for

Allocations Supplement

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CP which authorized changes in DA-D.

KTOE Mankato, Minn.—License for CP which authorized increase in D power, etc.

KALE Yakima, Wash.—License for CP, as mod., which authorized frequency change, hours of operation, installation of DA-N, etc.

WSB-TV Atlanta—License for CP, as mod., which authorized new TV station.

WTSV-FM Claremont, N. H.—License for CP which authorized changes in FM station.

WFBC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

WMRC-FM Greenville, S. C.—License for CP which authorized changes in FM station.

Modification of CP

KPOL Los Angeles, Calif.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

KNBR North Platte, Neb.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

Application Amended

WOOK Washington—Application for CP synch. amp. AMENDED to specify N operation only.

Jackson Bcstg. Co., Jackson, Miss.—Application for new TV station AMENDED to change trans. location from Lamar Life Bldg. to Deposit Guaranty Bank & Trust Co. Bldg., in Jackson.

Extension of Authority

Following request extension of authority to transmit programs from their studios and facilities to Canada: WHYN Holyoke, Mass., to CFRA Ottawa; WITH Baltimore to CFRA, and Church of Universal Triumph, Dominion of God, Detroit, to CKLN Windsor.

License Renewal

KQ2XBH Cincinnati, Ohio—Renewal of license experimental TV station licensed to Crosley Bcstg. Corp.

APPLICATION RETURNED

Cy N. Bahakel, Roanoke, Va.—RETURNED application for new AM station on 1410 kc, 5 kw D.

TENDERED FOR FILING
AM—1450 kc

KPUY Puyallup, Wash.—Mod. license to increase power from 100 w to 250 w.

(Continued on page 107)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-teacher to be half-time executive secretary Oregon State Broadcaster's Association and half-time teacher professional radio courses University of Oregon. Position requires solid radio-management-sales background plus at least bachelor's preferably master's degree. Up to $500 monthly salary. Write full details by April 21 to Dean Gordon Sabine, Journalism School, University of Oregon, Eugene.

General manager, functional music, transit casting, store casting background. Progressive FM station major market, East. Exceptional opportunity right man. Box 703M, BROADCASTING • TELECASTING.

Sales manager, radio experience essential. Must know New York agency and local contacts. Salary $12,000-$14,000. In reply give all details including starting salary. All replies will be held in strict confidence. Box 729M, BROADCASTING • TELECASTING.

Salesmen

Salesman. Excellent opportunity for good salesman around 30 for 5 kw independent midwest station. Guarantee during initial period. Good potential. Box 333M, BROADCASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission. Texas ABC station. Box 563M, BROADCASTING • TELECASTING.

Can you pitch sports? Progressive station in midwest market, 250,000 population, four stations, needs salesman who is now selling sports, likes sports, lives sports and knows how to sell sports. No restricted accounts. Volume such that $8,000 to $12,000 per year could be earned. Salary and commission. Year around sports schedule, afternoon and night. If at convention, leave name at Superior 7-8177, or write Box 652M, BROADCASTING • TELECASTING.

Experienced salesman wanted to sell and service accounts for live wire suburban Chicago station. Big market, good opportunity for man who can produce. Box 697M, BROADCASTING • TELECASTING.

Salesman—Must be thoroughly experienced in competitive market selling. Immediate opening in Kentucky. Average earnings here now better than $200 weekly. Reliable man with good record only. Box 720M, BROADCASTING • TELECASTING.

50,000 watt AM, needs topflight salesman working protected accounts, in a friendly and easy to live in south Texas market. Write K-SOX, Harlingen, Texas.

Salesman, excellent opportunity for experienced salesman. WAIR, Winston Salem, N. C.

Opening branch office in neighboring city leaves immediate local salesman opening. Good opportunity. Contact Bill Tedrick, WOKZ, Alton, Illinois.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combination announcer - engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Combo-man, with first phone for permanent job with fulltime northeast independent. We've been enjoying the results of sound business operation for over two years. There is a good future here for a man who wants to settle down in a friendly community. Salary starts at $300 per month with regular increases. No floaters wanted. Box 564M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket, $65.00 to start. Southern network station. Opening immediate. Box 571M, BROADCASTING • TELECASTING.

Experienced news writer-announcer, midwest NBC affiliate. Must be able to gather, edit and present news. Send tape, photo, experience, references. Box 619M, BROADCASTING • TELECASTING.

Fulltime kilowatt independent in northeastern market of 300,000 wants a morning man who can air and sell top morning show. Full details and disc. Box 628M, BROADCASTING • TELECASTING.

Hillbilly and commercial man. Southwest NBC regional wants early morning hillbilly jockey and MC who can also do acceptable straight commercial. 40 hours. TV minded. Send detailed letter, photo and versatile tape or disc. Box 639M, BROADCASTING • TELECASTING.

Wanted: Announcer-salesman for ABC affiliate situated in the Rockies, serving an expanding oil city. Good opportunity for right man. Send tape or disc, photo, references all in first letter. Box 647M, BROADCASTING • TELECASTING.

Announcer-engineer first class ticket. $60.00 to start. Virginia network station. Opening immediate. Box 724M, BROADCASTING • TELECASTING.

News and special events, mike and TV experience for New York City. Must be top-notcher. Staff job on salary plus commercial fees. In reply give full details including salary required. Box 730M, BROADCASTING • TELECASTING.

Local news editor must have college and journalism background. Gather, write and broadcast local news. Up to $275.00 monthly to start. Contact Radio Station KCOW, Alliance, Nebraska.

Fine opportunity for announcer-engineer first phone. With sales ability can sell and service one station market halftime if desired. Permanent. Salary open plus commission. Send tape, particulars to KDAC, Fort Bragg, California.

Immediate opening announcer-engineer, emphasis announcing, $66.00 week start. KDKD, Clinton, Missouri.

Announcer with first phone license, emphasis announcing, news and disc shows. Send complete letter to KSUE, Susanville, California. Immediate opening, no collect phone calls, please.

Announcer: only light experience necessary if you can work in with a good staff. WBEX, Chillicothe, Ohio, 3-2244.

Good announcer who can handle programming and write local news. Excellent opportunity, immediate opening. Air mail voice disc, salary requirements, Complete personal data. Manager, WHIT, New Bern, N. C.

Help Wanted (Cont'd)

Personality plus DJ with plenty of zany promotional gimmicks for morning show. Must be strong on ad lib commercials. Send audition disc, detailed letter and photograph to WORL, Boston.

WPAZ, Pottstown, Penna., needs good matured voiced morning man who wants to sell in the afternoon and a live wire deep voiced disc jockey. You will replace an announcer going to a major network and a disc jockey called back into service. Personal interview preferred.

Staff announcer wanted. Good place for family man. Must have car, operate turntables. Prefer someone with independent station experience. Send audition, details, to WPIC, Sharon, Pa.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Pittsburgh area: Immediate opening. Permanent, First class engineer. Must have car. Transmitter work only. 250 watt non-directional daytime AM (RCA) and 1 kw FM (Westinghouse). 30 miles from Pgh. Transmitter one mile from downtown. Good living conditions. Friendly staff of 12. $55 for a five day, forty hour week. Paid vacation. One week this year. Two weeks next year. Considering small local TV but can't promise. Box 636M, BROADCASTING • TELECASTING.

First class license holder. Transmitter only. $46.00 for 44 hours. Box 677M, BROADCASTING • TELECASTING.

Engineer, first class ticket, experience unnecessary, no announcing, western Penna. 250 watter, network, $50 for 40 hours, paid vacation, address Box 701M, BROADCASTING • TELECASTING.

Engineer - announcer with first class ticket. Starting pay $65.00 weekly. Southern network station. Present opening. Box 707M, BROADCASTING • TELECASTING.

Opportunity for combo. Box 710M, BROADCASTING • TELECASTING.

Immediate opening experienced chief engineer for progressive kw station southeast Oklahoma. Excellent working conditions, good pay. Must have car. Give complete details first letter. Box 737M, BROADCASTING • TELECASTING.

First class engineer, no announcing, state minimum salary. Box 740M, BROADCASTING • TELECASTING.

Wanted, one first class engineer. Box 742M, BROADCASTING • TELECASTING.

Permanent position for first phone engineer. Excellent equipped AM-FM network affiliate in central Texas town of 28,000 population. No announcing. Good pay. For details contact Burton Bishop, KTEM, Temple, Texas.

Excellent opportunity for engineer-announcer. Emphasis on engineering ability, offering position of chief in near future. Include all facts in first reply. KTUR, Turlock, California.

Engineer: First phone. Starting salary commensurate with ability. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

1000 watt, daytime only, needs first class engineer, some announcing. Will consider inexperienced man willing to learn. Short hours, excellent working conditions. Write or phone WFRX, West Frankfort, Illinois.

Help Wanted (Cont'd)

Immediate opening first phone engineer-announcer. Beginners considered. 40 hour evening shift, mainly network. Good working conditions and opportunity to advance. Air mail voice disc, salary requirements, complete data. Manager, WHIT, New Bern, N. C.

Chief engineer for WKYW, 1 kw, daytime, Western Electric equipment, studio engineers, TV expansion. Want qualified, experienced working engineer. Steve Cisler, WKYW, Louisville, Kentucky. Can use one transmitter engineer. IBEW scale.

Wanted—Engineer, first phone, experience unnecessary, WLOK, Lima, Ohio.

Engineer, 1st phone, experience not necessary, immediate employment. Wire or contact Manager WMOD, Moundsville, W. Va. (phone-1730).

Wantel: Engineer, first phone. Young staff, announcing or sales. Top base with overtime and talent money. Those over 30 need not apply. Hal Benson, WMPA, Aberdeen, Mississippi.

Engineer needed, no experience necessary, immediate opening, WREL, Lexington, Virginia.

First class engineer, no experience necessary. Immediate opening. Permanent position. Wire or call, WRMN, Elgin, Illinois.

Wanted immediately, transmitter operator with first class phone license. No experience necessary. Starting salary fifty-five per week. Write Chief Engineer, WSIP, Paintsville, Kentucky.

Immediate opening for first phone. 1 kw. No experience necessary. Need car. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Wanted—Capable young lady for continuity. Real opportunity with network affiliates in Michigan, midway between Chicago and Detroit. Prefer someone with air work who can build daytime women's show. Kindly send details of yourself as well as disc, or tape, if available. Box 700M, BROADCASTING • TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. 5 kw midwest. Box 705M, BROADCASTING • TELECASTING.

50 kw CBS affiliate, one of the nation's most progressive and outstanding stations, needs a program director with solid experience, ideas and program ingenuity. Good salary. Outstanding opportunity for right man. Box 723M, BROADCASTING • TELECASTING.

Wanted: Continuity chief. Experienced writing for all types of clients. Send letter full details, copy samples. Moderate, healthful climate. Salary according to your ability. Program Director, KCSJ, Pueblo, Colorado.

Continuity writer. Need a "take charge" guy or gal for commercial continuity department. KIRX, Kirksville, Missouri.

Situations Wanted

Managerial

Attention southern station owners. Two young men, general manager and chief engineer want to operate southern station, hard workers. Can take complete charge. Need only working interest, or chance to buy in. Box 625M, BROADCASTING • TELECASTING.

Manager, available soon. Know all angles. Like to work. Prefer southwest or west. Dependable, guarantee results. Box 640M, BROADCASTING • TELECASTING.

General manager, now successful commercial manager, major market independent experience. Hard worker. Saleable ideas. Box 691M, BROADCASTING • TELECASTING.

I'm ready for manager's job. 7 years experience all phases of radio. College graduate, active in civic affairs, ready to meet competition. Want opportunity for security earned by hard work. Good potential must be present. Prefer north or midwest, but will consider all replies. Excellent references. Box 704M, BROADCASTING • TELECASTING.

Salesman

Sales or sales-management. Seven years well-rounded radio. Presently earning in excess of $7200. 32. Family. Box 693M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesman - salesmanager. Experienced national, local, regional; well-known; interested permanent position with future. Box 716M, BROADCASTING • TELECASTING.

Announcers

Sportscaster, baseball, football. Boxing a speciality. 2 years experience. Single. Box 478M, BROADCASTING • TELECASTING.

Announcer, married, draft exempt. Presently employed. Northeast preferred. Audition on request. Box 618M, BROADCASTING • TELECASTING.

Announcer: News, DJ, console, also good on copy. Disc speaks for me. Box 657M, BROADCASTING • TELECASTING.

Announcer: 14 months experience all phases. Disc, sports, color, dance band, remotes, news. Night turn preferred. Available immediately. Tape on request. Box 690M, BROADCASTING • TELECASTING.

Announcer, deep clear voice, college graduate, competent, trained commercial radio Pathfinder. 26, single. Photo and disc on request. Box 695M, BROADCASTING • TELECASTING.

Experienced announcer, operate board. Excel friendly, informative DJ show. Inject plenty "sell" into any type commercial. Know-how in news. Capable all staff duties. Presently employed, prefer net affiliate. Reliable, married, draft exempt. Air check, photo, details available. Box 696M, BROADCASTING • TELECASTING.

Announcer/copywriter would like night staff trick so he can devote daytime to local news coverage. Six Horatio Alger days for sixty Harry Truman dollars. 25, college, experience. Box 711M, BROADCASTING • TELECASTING.

Commercial night announcer. 8 years experience. No DJ. Very steady. Family. Now employed. $100 minimum. Box 712M, BROADCASTING • TELECASTING.

If a progressive Florida station is interested in a thoroughly experienced broadcaster with successful production and sales records and the position is permanent please write. Box 714M, BROADCASTING • TELECASTING.

Ten years experience, announcer. Prefer Michigan. Available end of April. Box 715M, BROADCASTING • TELECASTING.

Announcer, vet, single. Deep mature voice that sells. Two years experience. Resume disc, upon request. Prefer east. Box 717M, BROADCASTING • TELECASTING.

Announcer, 2 years experience Armed Forces Radio Service, 2½ years schooling all phases, good commercial punch, can write copy. Married. Prefer southwest. Available May 4. Box 726M, BROADCASTING • TELECASTING.

Announcer, with nine years experience. Complete background in music, news and special events. Married, draft deferred. 27 years old, university degree. Excellent references. Travel for audition. Box 727M, BROADCASTING • TELECASTING.

Announcer, experienced all phases with Mutual affiliate. News, DJ, operate board. Single, veteran, draft exempt. Box 728M, BROADCASTING • TELECASTING.

Hold it! More than "staff announcer". Five years experience in all phases announcing, production. Currently chief announcer. Can/ deliver for you. Tape and details available. Box 733M, BROADCASTING • TELECASTING.

Announcer, news, 2 years experience, 22, veteran, exempt. West. Interested in buying stock or small percent. Box 736M, BROADCASTING • TELECASTING.

Experienced young announcer, draft exempt, seeking connection with station interested in integrity, perseverance, loyalty, talent. Strong on continuity, popular, classical music. Available immediately. Moderate salary. Disc, references, photo. Box 738M, BROADCASTING • TELECASTING.

Available April 12: Conscientious announcer six years experience all phases. Single, 27, college graduate, vet, will travel. Box 739M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced play-by-play baseball and football sportscaster available shortly. Aud., photo and references on request. Will consider top salary offer only. Box 741M, BROADCASTING • TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Experienced announcer, single, draft exempt, serious minded. Available at once. Eugene L. Books, 1808 Summit St., Eau Claire, Wisconsin.

Announcer, experienced, operate panel, mature voice; friendly approach DJ shows, college background. Available immediately. Write Julian Bronstein, 2218-33 Street, Galveston, Texas for tape etc.

Deep-voiced graduate of SRT. College grad. Draft exempt. William Mitchell, 10619 Hamilton, Chicago. Bev 8-0288.

Announcer, operate board. Age 27, draft exempt, 2 years college. Experience foremost. Salary nominal. Contact E. H. Osborn, phone 874541, Tampa, or write P. O. Box 255, Tampa 1, Florida.

Technical

This cost a buck. I cost more. Combo job. Currently chief engineer. Box 702M, BROADCASTING • TELECASTING.

West coast. Five years commercial radio. Control or transmitter. Good on audio. Married, 29. Car. $65.00 minimum. Box 731M, BROADCASTING • TELECASTING.

First phone license, no experience. Radio-television school grad. Draft exempt. Will travel. Box 735M, BROADCASTING • TELECASTING.

Production-Programming, Others

Station or agency radio-TV production man. Experience includes 1 kw Chicago area PD, announcing, continuity, news rewrite, TV and theatre production. Married, veteran, age 27. Northwestern B.S. in Speech (Radio). Both innate and acquired production sense. Ideal production staff addition with announcing, writing and art talent to wrap up the package. Box 706M, BROADCASTING • TELECASTING.

Program director, top independent and network experience. Box 708M, BROADCASTING • TELECASTING.

Capable woman immediately available: Experienced small station sales, public relations, mike, traffic, program. Box 709M, BROADCASTING • TELECASTING.

Program—Music director; university graduate, married, mature; experience in 50 kw radio-television affiliate; all phases radio-TV production-direction; teaching ability; excellent music ability. Box 713M, BROADCASTING • TELECASTING.

Qualified program director-announcer seeks affiliation with progressive independent. Five year experience in programming, production and all phases announcing. Want solid, permanent position with outlet in east. Request it, we'll send it. Box 732M, BROADCASTING • TELECASTING.

Sports and news director 3 years New England metropolitan stations. Play-by-play baseball, football, basketball. Gather, edit, broadcast local and regional news. Age 28, college graduate, single, will travel. Box 744M, BROADCASTING • TELECASTING.

Vet, draft exempt, available immediately. Sports director four years, experience all phases of sport. Will travel and sell. Send full details first letter. Contact Bob French, 8817 Houston, Chicago 17, Illinois, phone Bayport 1-3694.

Television

Announcers

Experienced in TV-AM. Announcing, directing and production. Some technical. Sports a specialty. Presently with major TV station. Desire position with progressive TV operation. Will arrange personal interview. Box 627M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Technical

Recent S.R.T. graduate loking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veteran, age 28. Photos on request. Box 465L, BROADCASTING • TELECASTING.

TV engineer, chief or staff: 4 years TV studio and transmitter experience with network owned station. Interested in good paying opportunity. Box 722M, BROADCASTING • TELECASTING.

Licensed technician, 10 years aural transmitter experience to 10 kw. Seeking position with California television station. Knowledge of video circuits. Presently employed, married, 32, car. 22 Hanover, San Francisco.

Production-Programming, Others

Young man with unusually full radio and TV background wishes one of the top production-program positions with new TV station. College degree, 2 years radio, 2½ years TV experience. Box 692M, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest. 250 watts. Well equipped. Gross $2500 month. Asking $35,000. Terms. Box 718M, BROADCASTING • TELECASTING.

Notice of sale. Radio Station WWXL, including license and all physical property, will be sold at public auction by William H. Young, trustee in bankruptcy, 1225 Jefferson Building, Peoria, Illinois, on April 10, 1952, at 10:00 a.m. Write trustee for terms of sale and further particulars.

For sale—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

Equipment, etc.

Tower—Wincharger, model 300, galvanized, guyed triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines, as is, where is, Washington D. C. area. Make us offer. Box 622M, BROADCASTING • TELECASTING.

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 5—300 foot towers, 3—360 foot towers, 3—260 foot towers. Box 633M, BROADCASTING • TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 506 B-2. Never been used. Box 673M, BROADCASTING • TELECASTING.

RCA 70C-2 turntable, $300. MI-11304. Relay power supply, $150. MI-11850C. Recording head, new, $150. Two 77-D polydirectional microphones with 90-C boom stands. $150 each complete. 44BX velocity microphone, $60. Two 90A program stands $25 each. Two Weston 861 VU meters with multipliers $30 each. All excellent or new condition. Also 40C line amplifier $50. Box 698M, BROADCASTING • TELECASTING.

Magnacorder tape recorder PT63 A2 HX—amplifier—PT7-P EV mikes and other equipment used 15 hours. Must sell. Box 736M, BROADCASTING • TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposal. All other equipment sold from previous ad. KGKB, Tyler, Texas.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to expand their interests through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write Box 664M, BROADCASTING • TELECASTING and your letter will be treated in confidence.

Wanted to buy. Radio station on Florida east coast. Prefer 250 watt fulltime. All replies will be held confidential. Address Box 721M, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, photoelectric control unit and 250' RG-17/U or RG-19/U coax. Box 671M, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Wanted, all or any part 1 kw equipment. Need everything. Box 694M, BROADCASTING • TELECASTING.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. Box 699M, BROADCASTING • TELECASTING.

1000 watt transmitter, coaxial cable, field intensity meter, phase monitor or microphones. Write Box 725M, BROADCASTING • TELECASTING.

Two RCA 70-C or 70-D turntables. WLPM, P. O. Box 626, Suffolk, Virginia.

Miscellaneous

Owner profitable western station seeks TV financing. Box 719M, BROADCASTING • TELECASTING.

Help Wanted

Managerial

WANTED
Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

Salesman

Now looking for replacement in our Sales Department. Must be man with proven sales record in radio. Salary and commissions should run in excess of $7,000. Reply direct to Gene DeYoung, General Manager, Radio Station KERO, Bakersfield, California.

Situations Wanted

Television

Production-Programming, others

AVAILABLE IMMEDIATELY

top tv programming executive

EXPERIENCED NETWORK AND LOCAL OPERATIONS

Formerly program manager newspaper owned station, N. Y.

Formerly program manager network flagship station, N. Y.

Head of programming midwest division of national network, Chicago

EXCELLENT REFERENCES AND RECORD:

Kefauver Hearings
Richard Rodgers Tribute Show
Top Chicago network originations
Outstanding local programs
Responsible for syndication of first major feature film package in TV and creating first International TV Newsreel

Can build impregnable network or local program structure and support same before FCC.

Please contact: Box 743M, BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

(Continued on next page)

Employment Service (Cont'd)

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PERSONNEL ORDERS
are for
ENGINEERS
(First and Second Phone)
Write for Placement Forms
Edward C. Lobdell Associates
17 East 48th St., New York 17, N. Y.

Schools

NBS GRADUATES are in DEMAND

NBS has more requests for trained radio help than it can fill! Jobs are waiting *right now* for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

NORTHWEST BROADCASTING SCHOOL

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

RCA Exhibit

RCA exhibited industrial television and electronic metal detection equipment at the National Packaging Exposition and Conference of American Management Assn. April 1-4 in Atlantic City. Company demonstrated its small industrial TV camera—used as a monitor device—in a "see yourself" setup, enabling visitors in RCA booth to see themselves on television. Eriez Mfg. Co., national distributor for RCA electronic metal detectors, demonstrated its line of magnetic separators with RCA products.

WWL MARKS 30TH ANNIVERSARY

Ceremonies Recall Station's Humble Start

WWL New Orleans celebrated its 30th anniversary March 31 in ceremonies which recalled its growth from 10 w to its present status of a 50 kw clear-channel station.

A mere $400 and the dreams of Jesuit priests of Loyola U. were funneled into electronic ingenuity to give the station its start three decades ago. Today, WWL, a CBS affiliate, serves 659,040 homes in 330 parishes and counties within its four-state primary coverage area.

In addition, listeners have picked up WWL's signal in all 48 states, Alaska, Guam, Israel, the Aleutian Islands and aboard ship in the English Channel.

As early as 1907 the Jesuit fathers began their work in radio. The success of the pioneer station, KDKA Pittsburgh, later fired the imagination of the radio-minded faculty and plans were envisioned for a similar station to serve New Orleans.

As time went by, a radio school was set up in the physics laboratory under the direction of young Father Edward Cassidy. Father Cassidy's "hams" did their part in helping defeat the enemy during World War I.

Father Cassidy and his co-workers were determined to build a broadcasting station but they had little money. A retired sea captain who had been admiring the Jesuits' work in wireless offered $400.

A wireless trunk set discarded from an old government ship was bought by Father Cassidy. Then on March 31, 1922, when the nation was cheering Dempsey's victory over Carpentier, and still mourning the untimely death of Enrico Caruso, WWL was born. President of the university, Father Edward Cummings, made the initial broadcast. Then a phonograph record of John McCormick singing "When Irish Eyes Are Smiling" was played.

During the trying years of World War II, both Loyola and WWL had at their helm the Rev. Thomas J. Shields, S.J., who is given much credit for the station's progress.

Mr. Summerville (l), compares a tube used today with a small tube held by Mr. Bloom. WWL used the smaller tube in 1922.

WWL also has applied to FCC for TV Channel 4.

Father Shields is soon to receive a change in assignment and his duties will be shouldered by the Rev. W. P. Donnelly, S.J.

General manager of WWL is Howard (Slim) Summerville, a veteran of 28 years of broadcasting, who joined the station in 1939. Another veteran is Chief Engineer J D. Bloom, who joined the staff in 1924.

Other present staffers include Larry Baird, commercial manager; Ed Hoerner, program director; Ray Liuzza, promotion manager; Don Lewis, news director; Flo Shannon, farm director; Bill Brengle, sports director, and Jill Jackson, women's director.

ADS BELIEVED?

Test Method Suggested

QUALITATIVE and quantitative analysis, used in balance, can aid advertisers in learning whether their sales messages are believed rather than merely read.

This theme was propounded by Steuart Henderson Britt, vice president and director of research of Needham, Louis & Brorby, Chicago, as he spoke to members of the American Marketing Assn. in Toronto last Monday.

One reason for the lack of believability, he said, was "almost identical claims" made by refrigerators, beer, whiskey, soaps and cars."

After contrasting the four basic methods of market research, Mr. Britt suggested that people in advertising "almost take them too seriously."

"We like to quantify," he said, "and love to make up tables and graphs and charts. As a psychologist, I find it becomes difficult to encompass the complexities of the human mind in bar charts and statistical tables."

Strictly Business

(Continued from page 12)

gest advertisers at that time, went into radio first in 1932 with sponsorship of Ida Bailey Allen and her women's commentaries.

Today, National Biscuit products —Premium, Ritz, and Graham crackers, Triangle Thins, etc.—are represented by Arthur Godfrey on CBS. (Company salesmen, Mr. Oliva reports, say he does them a lot of good.) National Biscuit also sponsors a newscast on the full Don Lee network and is planning spots on 84 local stations.

"We're new in television," the advertising head explains, but his organization sponsors *Kukla, Fran and Ollie* and was surprised at the volume of mail it received when the show was cut to 15 minutes. "We answered all letters," Mr. Oliva said, "telling them we could only buy what the network offered—and that we were taking two segments to replace our former half hour."

The advertising executive's office —located in the largest manufacturing plant in Manhattan—overlooks the Hudson River, but the busy Mr. Oliva says he doesn't look out very often. He has other things to survey, if he wants, such as the just-awarded grand medal from the Art Directors' Club, which means that one National Biscuit poster was judged best in all classes, receiving the grand award. Other company posters won first, second and third prizes in the bake goods classification.

Mr. Oliva and his wife, the former Ruth Schiele, live in Englewood, N. J., where, in his spare time, Mr. Oliva prefers golf to other activities. They have one son, George Jr., who is working on radio-TV for McCann-Erickson, Cleveland.

A member of the Assn. of National Advertisers, Mr. Oliva serves on the steering committee of the outdoor group and has just been named a director of Traffic Audit Bureau.

'ALERT AMERICA' SPOTS

Radio and TV Being Used

SERIES of radio and TV spot announcements featuring radio-TV personalities is being distributed to stations by the Federal Civil Defense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Daly, Jay Jostyn, Quentin Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in advance of the arrival of the convoys in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

BROADCAST day has been expanded one hour to 1 a.m. at CKX Brandon, Man.

Southwest Scenic Mountain Area
$65,000.00

Network station serves isolated market. Ideal living conditions. Good plant and equipment. Liberal financing. Profitable under absentee ownership.

California Independent
$95,000.00

Profitable 250-watt daytime station, serving metropolitan market. Absentee ownership by persons unfamiliar with radio.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

Docket Actions . . .

FINAL DECISION

Brazosport Bcstg. Co., Freeport, Tex. —FCC adopted initial decision granting 1460 kc, 500 w, daytime (original application filed Nov. 28, 1950 [FCC ROUNDUP, Dec. 4, 1950], asked 1490 kc, 250 w, fulltime). Estimated construction cost $9,825. Principals are Kelly Bell, 75%, 66⅔% interest in law firm of Bell & Reavley and owner KOSF Nacogdoches, and J. C. Stallings, 25%, manager KOSF. Decision and order March 27.

OPINIONS AND ORDERS

By memorandum opinion and order FCC granted petition filed by Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., for review of ruling examiner made at hearing on its application and those of Alabama-Gulf Radio, Foley, Ala., and WEBK Tampa, Fla., denying permission to Gulf Beaches to complete its lay testimony at further hearing to be held April 14, 1952, on engineering matters; set aside examiner's ruling; granted permission to Gulf Beaches, at further hearing, to offer testimony of John D. Callan and J. Tweed McMullen in support of non-technical aspects of its case. (Gulf Beaches and Alabama-Gulf both seek new stations to operate on 1310 kc, 1 kw, daytime; WEBK seeks frequency change from 1590 kc to 1300 kc, with its present power of 1 kw daytime.) Opinion and order March 27.

WTUX Wilmington, Del.—FCC granted authority to continue temporary operation until June 10, pending action on petition for rehearing and other relief filed on Nov. 1, 1950, directed against Commission's decision released Oct. 12, 1950, denying license renewal because station allegedly broadcast horse-racing information said to be of value to gamblers. Order March 27.

New Applications . . .

TV APPLICATIONS

Spokane, Wash. — KHQ Inc., Ch. 6 (82-88 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 941 ft. (above ground 826 ft.). Estimated construction cost $331,896, first year operating cost and revenue not estimated. Applicant is licensee of KHQ Spokane; KHQ Inc. is owned by Spokane Chronicle Co., publishers of *Spokane Daily Chronicle* (evening), the Cowles Publishing Co., publishers of *The Spokesman-Review* (morning and Sunday), and Associated Farm Papers, publishers of *The Washington Farmer*, *The Idaho Farmer*, *The Utah Farmer* and *The Oregon Farmer*. President of Spokane Chronicle Co. and Cowles Publishing Co. is William H. Cowles Jr.; general manager is Harold E. Cassill, president and general manager of KHQ Inc. is Richard O. Dunning. Filed April 4.

Dayton, Ohio—Skyland Bcstg. Corp., UHF Ch. 22 (518-524 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 500 ft. Estimated construction cost $349,377.45 First year operating cost and revenue not estimated. Applicant is licensee of WVKO-AM-FM Columbus, WONE and WTWO (FM) Dayton and WEOL-AM-FM Elyria-Lorain, Ohio. Filed April 4.

Chattanooga, Tenn. — Mountain City Television Co., Ch. 3 (60-66 mc), ERP 17.205 kw visual, 8.603 kw aural, antenna height above average terrain 1010 ft. (above ground 250 ft.). Estimated construction cost $238,018.58, first year operating cost $200,000, revenue $200,000. Principals are President Ramon G. Patterson (50%), manager WAPO Chattanooga, owner 25% interest in WAPO plus 50% interest in estate which in turn owns 50% interest in WAPO; Vice President Helen H. Patterson, program director of WAPO and wife of Mr. Patterson; Treasurer Will Cummings (50%), retired farmer, and three other persons who hold no interest in station. Filed April 1.

AM APPLICATIONS

Roanoke, Va.—Cy N. Bahakel, 1410 kc, 5 kw, daytime. Estimated construction cost $31,650.45, first year operating cost $40,000, revenue $60,000. Mr. Bahakel is licensee of WKOZ Kosciusko, Miss., and WKIN Kingsport, Miss. Resubmitted April 4.

Kinston, N. C.—Edwin J. Schuffman, 1230 kc, 250 w, fulltime. Estimated construction cost $18,341.55, first year operating cost $42,500, revenue $47,000. Mr. Schuffman is program director and 10% stockholder of WELS Kinston and has 33⅓% interest in Schuffman's Furniture Store, New Castle, Ind. Filed April 4.

Jackson, Ohio—Luther M. Jones, 1280 kc, 1 kw, daytime. Estimated construction cost $23,000, first year operating cost $36,000, revenue $48,000. Mr. Jones is a retired businessman. Filed April 1.

Narrows, Va.—H. J. Romanus, tr/as Giles Bcstg. Co., 990 kc, 1 kw, daytime. Estimated construction cost $23,363.25, first year operating cost $30,000, revenue $36,000. Mr. Romanus is retail dry goods merchant, owns controlling interest, manages and operates stores in Narrows and Pearisburg, Va. Filed April 1.

TRANSFER REQUESTS

KLOK San Jose, Calif.—Involuntary assignment of CP and license from E. L. Barker and Claribel Barker, general partners, and T. H. Canfield and Opal A. Canfield, limited partners, d/b as Valley Bcstg. Co., to E. L. Barker and Claribel Barker, general partners, and Paul Grim, special administrator of estate of T. H. Canfield, deceased, and Opal A. Canfield, limited partners. Interest to be transferred from Mr. Canfield, deceased, to Mr. Grim is 15%. No monetary consideration. Filed March 28.

KCSJ Pueblo, Col.—Transfer of control from The Star Bcstg. Co. Inc. to Douglas D. Kahle and Robert L. Clinton Jr. for a total consideration of $78,750. Mr. Kahle, to have 67% interest, is general manager and already owns 1% interest in KCSJ. Mr. Clinton, to have 33% interest, is commercial manager of KCSJ. The Star Bcstg. Co. Inc. is now owned by KMYR Bcstg. Co. (67%), A. G. Meyer (17%) and F. W. Meyer (17%) for total of 99% interest. Filed April 1.

KCSJ Pueblo, Col.—Assignment of license from A. G. Meyer and F. W. Meyer, d/b as The Star Bcstg. Co. Inc., to Douglas D. Kahle and Robert L. Clinton Jr., d/b as Star Bcstg. Co., under lease arrangement for ten years at base annual rental of $12,000 and with option for Messrs. Kahle and Clinton to extend terms of lease upon expiration for another decade. Contingent upon FCC grant of transfer of control of station to Messrs. Kahle and Clinton. Filed April 1.

[Note: KCSJ Pueblo, Col., transfer and assignment transaction, in two parts as noted above, will place full control of KCSJ in hands of Douglas D. Kahle and Robert L. Clinton Jr., upon FCC approval. First application is for transfer of 990 shares of stock (99%) of The Star Bcstg. Co. Inc., licensee of KCSJ, from KMYR Bcstg. Co. (650 shares), A. G. Meyer (170 shares) and F. W. Meyer (170 shares) to Messrs. Kahle and Clinton, d/b as partnership. (Remaining 10 shares [1%] now held by Mr. Kahle will be transferred to partnership so partnership will control all authorized and issued stock of company.) Second part of transaction, contingent upon FCC approval of transfer of control, is to assign license of KCSJ from The Star Bcstg. Co. Inc., all of stock of which will then be owned by partnership, to Messrs. Kahle and Clinton. Physical assets of station KCSJ are not included in the assignment. Reason for two-step transaction is because transferors desire to sell corporate stock rather than its assets. On the other hand, partnership desires to operate KCSJ as partnership licensee rather than as stockholder in corporate licensee.]

WJPS Evansville, Ind.—Acquisition of control WJPS Inc. by Robert S. Davis, Nettie R. Davis and Hazel D. Seacat. J. Porter Smith held 11,875 shares common stock, no par value; he transferred 200 shares to Mr. Davis, 250 shares to Mrs. Davis and 250 shares to Mrs. Seacat (sister of Mr. Davis), leaving Mr. Smith with 11,375 shares. While stock has actually been transferred on books of corporation, no change in management and no change in board of directors has been made or is contemplated. It was believed that no prior FCC approval was necessary because stock transfer did not give Mr. Davis control in his own right. Sale was to provide capital for construction of new residence costing $23,900 and to prevent sale of stock on open market. Filed April 1.

KUGN Eugene, Ore. — Transfer of negative control from O. E. Berke and P. R. Berke to Ewing C. Kelly. The Messrs. Berke, who each hold 25%, will sell total of 5% to Mr. Kelly for $4,602.91 (leaving them with total of 45%); in addition, Mr. Kelly has option to buy remaining 45% within the next two years for $41,426.19 plus 5% interest rate from time sale closed following FCC approval. If Mr. Kelly does not buy remaining 45% within two year period, the Messrs. Berke have option to buy the 5% interest sold to Mr. Kelly for $4,602.91. (Other 50% of KUGN owned by C. H. Fisher.) Filed April 2.

WSKB McComb, Miss. — Assignment of license from H. Bee Wood, trustee in bankruptcy, to Lester Williams for $25,800. Mr. Williams owns 73⅓% interest in and is manager of WCJU Columbia, Miss.; owns 49% interest in and is manager of Columbia Publishing Co., Columbia; is sole owner of *Rural Life* (monthly farm magazine); former owner of *Tylertown Times*, Tylertown, Miss., and former 48% owner of *Picayune Item*, Picayune, Miss. Filed April 2.

WBML-AM-FM Macon, Ga. — Relinquishment of negative control from E. D. Black and E. G. McKenzie to Allen M. Woodall through transfer of 25 shares each out of 75 shares each (or total of 50 shares out of 150 shares) from Messrs. Black and McKenzie to Mr. Woodall for $16,666.66, to be paid to each of sellers. Mr. Woodall owns ⅓ interest in WDAK Columbus, Ga., ¼ interest in WCOS-AM-FM Columbia, S. C., and 1/5 interest in WRDW Augusta. Filed April 2.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,337	2,320	93	326	220
FM Stations	642	573	81	9	10
TV Stations	108	97	11	523	183

CALL ASSIGNMENTS: KLWO Dallas, Tex. (Lakewood Bcstg. Co., 1480 kc, 1 kw LS, 500 w N); KWSK Pratt, Kan. (Pratt Bcstg. Co., 1570 kc, 250 w D); WTUS Tuskegee, Ala. (580 kc, 500 w D); WRDB Reedsburg, Wis. (1400 kc, 250 w unl.); WPDR Portage, Wis. (Portage Bcstg. Co., 1350 kc, 1 kw D); WSWF Fort Myers, Fla. (Robert Hecksher, 1410 kc, 1 kw D); WIUK Iuka, Miss. (R. W. Towery, 580 kc, 1 kw D); KSCY Searcy, Ark. (1450 kc, 250 w unl.); WCNL Central City, Ky. (Central City-Greenville Bcstg. Co., 1380 kc, 500 w D); KGMS Sacramento, Calif. (Capitol Radio Enterprises, 1380 kc, 1 kw D); WHVF Wausau, Wis. (1230 kc, 250 w unl.); WHWD Hollywood, Fla. (Circle Bcstg. Corp., 1320 kc, 1 kw D); WSHF Sheffield, Ala. (Daylight Bcstg. Co., 1380 kc, 1 kw D); WPAA Mayaguez, P. R. (Jose Ramon Quinones, 1190 kc, 250 w unl.); WKOV Wellston, Ohio (Stephen H. Kovalan, 1570 kc, 250 w D); WVKO Columbus, Ohio (Sky Way Bcstg. Co., 1580 kc, 1 kw D); WGAR-FM Cleveland, Ohio (The WGAR Bcstg. Co.); WJOI-FM Florence, Ala. (Florence Bcstg. Co.); KPOC-FM Pocahontas, Ark. (Pocahontas Radio Inc.); WCPS-FM Tarboro, N. C. (Coastal Plains Bcstg. Co.); WVLN-FM Olney, Ill. (Olney Bcstg. Co.); WPRS-FM Paris, Ill. (Paris Bcstg. Co.); WSAI-FM Cincinnati, Ohio (Buckeye Bcstg. Co.); WAUG-FM Augusta, Ga. (Garden City Bcstg. Co.); WDWD-FM Dawson, Ga. (Dawson Bcstg. Co.); WIST-FM Charlotte, N. C. (The Bcstg. Co. of the South); KXKX (FM) San Francisco (Electronic Service Corp., changed from WGSF [FM]); KEEP Twin Falls, Ida. (Radio Sales Corp., changed from KVMV); WOWL Florence, Ala. (Daylight Bcstg. Co., changed from WMFT); WICE-AM-FM Providence, R. I. (Narragansett Bcstg. Co., changed from WDEM-AM-FM); WOSA (FM) Merrill, Wis. (Alvin E. O'Konski, changed from WLIN-FM); WBRI (FM) Detroit, Mich. (Booth Radio & Television Stations Inc., changed from WJLB-FM); KTAC Tacoma, Wash. (Tacoma Bcstrs. Inc., changed from KTBI); WDBQ-AM-FM Dubuque, Iowa (Dubuque Bcstg. Co., changed from WDBQ (FM) and WKBB); WTNB Birmingham, Ala. (Pilot Bcstg. Co., changed back from WILD); KONG Visalia, Calif. (Tulare County Bcstg. Co., changed from KKIN); KCAP Helena, Mont. (Lewis & Clark Bcstg. Corp., changed from KFDW); KEAR San Mateo, Calif. (Bay Radio Inc., changed from KSMO); WIAC San Juan, P. R. (Radio Station WIBS Inc., changed from WIBS); WKAQ San Juan, P. R. (El Mundo Bcstg. Corp., changed from WIAC); WOOD-TV Grand Rapids, Mich. (Grandwood Bcstg. Co., changed from WLAV-TV), and WTIX New Orleans, La. (Royal Bcstg. Corp., changed from WHHW).

(Also see Actions of the FCC, page 102)

Record Brush

A SMALL record brush, which attaches to the tone arm of any pick-up and sweeps the disc clean as it is being played, is now being marketed nationally. Brushes are being made by Permo-Fideliton, Chicago, after the product was designed in collaboration with Mystik Adhesive Products, Chicago. Firm says brush is made of hair from ears of Chinese mountain goats.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

YOU'RE NOT WORTH MY TEARS

On Records: Three Suns—Vic.; Jack Richards — King; Mills Brothers — Dec., Rosemarie — Mer.; Art Mooney — MGM; Dolly Dawn—Jubilee.

On Transcriptions: Mindy Carson—Associated; Dolly Dawn—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

SEVENTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago March 30 in connection with the annual convention of NARTB. Present were (clockwise from left) William S. Hedges, NBC vice president; Martin B. Campbell, WFAA Dallas; NARTB Board Chairman Justin Miller; J. Leonard Reinsch, managing director, Cox Radio and TV Stations; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Clair R. McCollough, Steinman Stations, winner of VIP-ers award for meritorious service to radio for 1952; Joe Csida, editor, *The Billboard*; Col. Harry Wilder, WSYR Syracuse; Morris Novik, radio consultant; Col. E. M. Kirby, Army radio-television director and escorting officer of the 1945 mission; Joseph H. Ream, executive vice president, CBS; and Robert D. Swezey, WDSU-AM-FM-TV New Orleans. Not present were John E. Fetzer, WKZO Kalamazoo; Mark Woods, Woods & Warwick; Abel Green, *Variety*; and Jack Alicoate, *Radio Daily*.

Affiliates Committee

(Continued from page 71)

record in this matter of rates. In fact, some of the most important deviations are attributable to them. They are in a difficult position, it is appreciated, but this must be straightened out."

The resolution on network relationships recognized "that particularly in view of the current uncertainty among many of radio's principal clients as to the extent of the inroads which television will make upon other media including radio, there is considerable question concerning the proper steps to be taken to insure the continued strength and prosperity of radio."

Confidence Expressed

The resolution expressed confidence that affiliates "are perfectly willing to consider open-mindedly any suggestions made by the networks with a view to improving network service or increasing its value to the public and to advertisers," asking only that the networks consider affiliates' recommendations open-mindedly:

"Therefore, be it resolved, that the network affiliates . . . reaffirm their confidence in the power and efficacy of network radio, and assert their willingness fairly and objectively to consider any and all efforts reasonably calculated to strengthen, improve or protect the position of network radio as a public service and advertising medium; and,

"Be it further resolved, that said affiliates earnestly petition the networks to refrain from any action which might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates, without full and frank consideration with their respective affiliates of the reasons for such action and the end to be attained by it, with due regard to long-term industry values as compared with immediate competitive gains or curtailment of temporary losses, and with like regard to the encouragement of the solidarity of the industry incumbent upon them as a dominant factor in it; and further petition the networks to exert their greatest efforts to re-establish the essential dignity, prestige, and stability of network radio."

The rate-card resolution noted "a tendency on the part of certain individual stations, involved in competitive situations, to look with favor on . . . proposals to desert their published rate cards, in fact in some cases to have approached both local and national advertisers with solicitations for future business at rates well below their published figures."

Such practices, the resolution continued "have as their ultimate result the depreciation of the value of individual radio stations . . . and the confirmation of the belief already held in some quarters that radio as a medium is in desperate circumstances and that individual station operators are ready and willing to prostitute their properties in order to obtain revenue, the combination inevitably leading to the ruination of the industry;

"Therefore, be it resolved that all radio station operators give thought to this dangerous situation, take effective measures to insure the maintenance of their own rate cards, and use such methods of persuasion as seem most desirable to inhibit such practices."

There was no call for further financial contributions toward committee activities, Treasurer George B. Storer reporting that $19,083 had been collected and $7,288 spent. Expenditures include fees for legal counsel and reimbursement of committee members at the rate of seven cents a mile for their most recent meetings. They paid their own expenses at initial sessions. A total of 354 stations had supported the committee financially.

Queen Juliana's Visit

QUEEN JULIANA'S arrival in the U.S. with Prince Bernhard Wednesday and her address to Congress Thursday received almost full network radio and television coverage, with only ABC-TV and DuMont not carrying the events. Arrival ceremonies for the Netherlands' Queen were carried live by CBS Radio and CBS-TV, using WTOP-AM-TV Washington facilities, and her address (also live) by NBC-TV MBS, ABC radio and WOR-TV New York. Tapes of speech were carried same day by NBC radio, CBS Radio and WJZ New York. At request of U. S. State Dept., NBC-TV made kinescope of Queen Juliana's Congressional address, had Dutch continuity dubbed in by a member of the Netherlands' New York consulate, and flew the film on a KLM plane to Europe, where it was to be shown on Dutch television Friday.

REGULATION W

Appliance Dealer Views

APPLIANCE retailers are about evenly divided on the question of whether Regulation W (consumer credit restrictions) should be extended with other controls after June 30, according to a survey by the National Appliance and Radio-TV Dealers Assn.

The membership survey revealed that 45% favored retention and 45% favored abolition of the credit regulation. The remaining 10% requested it be kept on the books as a "standby" measure. The survey was based on a questionnaire issued with NARDA's newsletter, *Appliance & Radio-TV Dealers News.*

Members also were polled on wage-price controls. A majority of 61.3% felt they no longer are necessary and only 11.3% wanted continuance. Another 27.4% favored controls on a standby basis.

Regulation W in the Defense Production Act now calls for a minimum 15% down payment and 18 months maturity on installment purchases of radio and television receivers.

KTLA (TV) Leases Films

KTLA (TV) Hollywood has leased 20 feature films, produced or released by Lippert Pictures Inc. during 1949-50, from Tele Pictures, Los Angeles, under two-year contract of unlimited runs.

Resolutions

(Continued from page 26)

a one-TV-station market and that in Detroit, where there are three stations, WWJ's radio volume was down 20% last year.

Somebody wanted to know how a TV station fixed its initial rate. Mr. Hough observed that "that's between you and God."

Mr. Compton made clear that he felt that "any man who gives in to a minimum-crew demand [by a union] is going to wreck us," and that it should be made clear to unions that "minimum or maximum crews are a prerogative of management."

RADIO'S IMPACT

Cited by Zeckendorf

"IF WE woke up tomorrow morning and found that no advertising was permitted on radio . . . we would have the greatest financial catastrophe this country has ever known," William Zeckendorf, president of Webb & Knapp, New York realtor and former driector of ABC, told the Sales Executives Club in New York Tuesday.

Mr. Zeckendorf's talk was the result of his being included in the list of "America's 12 Master Salesmen," which is the title of a book being issued by B. C. Forbes Pub. Co.

Radio's master salesman was Mary Margaret McBride, ABC commentator and the only woman included in the book, who, to prove her point that women are not necessarily "long-winded," gave a terse acceptance speech at the same luncheon meeting.

"The frontiers of business are greater now than they ever have been and are, in fact, cruelly infinite," Mr. Zeckendorf said. Citing the important role in American economy played by selling, he described salesmanship as "probably the greatest factor in this nation which raises our standard of living above that of the rest of the world."

To prove his point "in reverse," he made the supposition that advertising not be permitted on radio, which, he said, would result in economic catastrophe. Volume of cigarette sales, alone, would drop 25%, he estimated.

"I believe that the stimulant from advertising has caused and created that extra volume of business for most corporations dealing in advertised products," Mr. Zeckendorf continued. "And those who don't deal in advertised products get the benefit of the progress in success and prosperity of those who do."

Again referring to broadcast advertising, he said he could not even estimate, just in terms of employment, what would happen "if the hundreds of products that have been introduced since it's become possible to reach into a home" were denied access to radio.

ABC-UPT MERGER

Hearings Recessed

ATTEMPT to saddle American Broadcasting-Paramount Theatres Inc. directors with the burden of anti-trust violations of Paramount Pictures Inc. was angrily opposed by Leonard H. Goldenson, president of United Paramount Theatres Inc., last week at the FCC hearings on the proposed merger of UPT with the American Broadcasting Co.

Two-day cross-examination of Mr. Goldenson was marked by acrimonious exchanges between DuMont Counsel Morton R. Galane and UPT Counsel Duke M. Patrick.

FCC hearings were recessed until April 14, following the completion of Mr. Goldenson's cross-examination. When they resume, the following schedule of witnesses will be followed:

1. Gordon Brown, owner of WSAY Rochester, N. Y., and longtime foe of networks, will appear as a public witness to oppose the merger.

2. DuMont officials will appear in rebuttal to the testimony favoring the merger.

3. Witnesses in the issue concerning the transfer of Paramount Pictures, half-interest in WSMB New Orleans to UPT will be heard.

4. Cross-examination by FCC Counsel Frederick W. Ford of Paramount Pictures and UPT directors concerning specific theatre acquisitions will be undertaken.

Denies Responsibility

Denial that the responsibility of Paramount Pictures anti-trust violations can be laid to AB-PT executives was made by Mr. Goldenson on the ground that only six of the 18 AB-PT directors ever had anything to do with the producing company. They were, he said, himself, John Balaban, A. H. Blank, Walter W. Gross, Robert H. O'Brien, Robert B. Wilby.

Of the other 12 directors, five of them will come from ABC, Mr. Goldenson pointed out. They are Edward J. Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinckley, Owen D. Young.

The other seven directors are from other industries, he emphasized. They are John A. Coleman, Adler, Coleman & Co., brokers; Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co., New York; Robert L. Huffines Jr., president, Burlington Mills Corp.; William T. Kilborn, president, Flannery Mfg. Co., Pittsburgh; Walter P. Marshall, president, Western Union Telegraph Co.

"ABC will have prudent business practices because of the men who are operating that business," Mr. Goldenson said. "Mr. Kintner is president and will continue to be president of the American Broadcasting division. He is subject to the control of the board of directors, composed of seven who are independent and had no previous connections with Paramount Pictures Inc., five of whom have been associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc.

"It is and has been our desire to operate our business in the spirit and in the principles laid down in U. S. v. Paramount [the consent decree] and that we will have prudent, sound and fair management operating these respective businesses—whether they be theatres or whether they be the American Broadcasting division. . . ."

During his cross-examination, Mr. Goldenson was asked how the value of $14.70 per ABC share was arrived at when its book value indicated that the stock was worth $3 per share. He answered that ABC with five TV stations in five of the six top markets was assumed to have a potential of about five times its book value.

In his answers regarding the future of radio and TV, Mr. Goldenson made these remarks:

"I think the real vitality in the future of TV is in live broadcasting. TV has the opportunity to do things I do not think any other medium has. It is unlike the stage, it is unlike motion pictures, it is unlike radio. I think it has the opportunity of getting behind the scenes, such as the Kefauver hearings indicated, such as MacArthur arriving in San Francisco, and things of that nature."

The future of radio is still bright, Mr. Goldenson declared. He repeated what he had said in his direct testimony—that there are radio sets in 22 million automobiles, that there are multiple receivers in homes, that people can listen to the radio while doing other things.

"Radio, by pinpointing itself to its particular markets, in my opinion, can develop a great vitality and serve a great need which TV cannot serve," he said.

"I find that a great number of people who formerly watched TV to a great extent are now shifting back to radio when they want to read magazines or books. They may want to do other things in the home and they may be listening to the radio while they are doing these other things."

Is it possible that TV will grow to such an extent that the broadcasting division will contribute more to the merged company's earnings than theatres, Mr. Goldenson was asked by Mr. Ford. He answered that that is possible.

In the course of DuMont counsel's position that the capital strength of the merged company would leave DuMont trailing a "bad fourth" among TV networks, FCC Hearing Examiner Leo Resnick was prompted to remark:

"I am not prepared to say that leaving DuMont a bad fourth has no effect on the competitive situation. DuMont does appear to be the remaining unmarried sister in the family of four and is objecting to the engagement of the American Broadcasting Co."

Recommendation that the FCC look into the question of whether the proposed merger of ABC and UPT violates the 1949 U. S. v. Paramount consent decree, which forbade the combination of producers and exhibitors, was made last week in a letter to FCC Chairman Paul A. Walker by the American Civil Liberties Union. The ACLU has had an observer at all the hearing sessions.

On the other hand, the ACLU also recommended that the Commission consider whether approval of the merger would strengthen ABC so that it is "better able to compete with the two dominant networks [NBC and CBS] and thus enlarge the area of diversification."

VOA MONEY

House Unit Hears Collins, Asks $27.5 Million For Voice

LARGELY on the strength of vigorous military support and radio's effectiveness in piercing the Iron Curtain, the Voice of America could be a financially stronger operation after July 1.

A glowing testimonial to the "enormous benefit" of U. S. transmitter bases abroad for military use and the effectiveness of shortwave broadcasting could very well turn the tide money-wise for the Dept. of State in fiscal 1953.

VOA transmitters would aid the U. S. armed forces and other friendly nations "in time of war" and overall are vital in the "psychological warfare for men's minds," Gen. J. Lawton Collins, Army chief of staff, had advised a House Appropriations subcommittee.

Proof of the efficacy of the Collins testimony was evidenced by the full House Appropriations Committee in a mid-week report voting more funds for VOA operation during the coming fiscal year. The House was to vote on the expenditures late Friday.

Large appropriations were approved by the House group, which noted in its report that radio broadcasting "is our most effective way of reaching the people behind the Iron Curtain." The committee allotted $27.5 million of $30 million requested for this activity. The reduction, it was explained, "will in no way interfere with the effectiveness of that operation." VOA received $19.8 million plus in regular appropriations this fiscal year.

Additionally, the committee earmarked $20.5 million for nine station projects—a paring of $16,227,086—covering two more sea-borne relay stations and five overseas transmitter projects looking toward "completion of a ring of radio broadcasting facilities . . . (in) critical target areas throughout the world." A bid for two new one-megowatt (1 million watts) home base, domestic stations at $7,280,790 each was denied. Two such transmitter units already are under construction on the east and west coast [CLOSED CIRCUIT, March 31].

The House group thus voted a substantial boost over '52 in funds for broadcasting operations and acquisition of new radio facilities.

Senate Holds Hearings

Meanwhile, a counterpart subcommittee has begun hearings on the Senate side. The House hearings were held early last month.

Budget requests were sharply criticized by Rep. Cliff Clevenger (R-Ohio). Noting that it calls for six and a half times the 1951 figure, Rep. Clevenger asserted: "If this broadcasting is the most effective medium, let us discontinue some of these other things which will not bring home the bacon."

Appearing for the State Dept. were Dr. Wilson Compton, new International Information Administrator; Foy Kohler, chief, International Broadcasting Services; George Herrick, chief engineer; Ben Gedalecia, former ABC research director and member of the OWI during World War II, and others.

NARTB was commended by Mr. Kohler for its "activities and great interest" in helping the State Dept. to enlist personnel for job gaps, especially electronics engineers whom he described as a "bottleneck" in recruitment. He lauded the association for its "generous gesture" in using its facilities "for reaching these people."

Sum of $6,550,000 was allowed by the committee for special projects and media evaluation surveys on the basis of testimony.

Radio research projects are aimed to assure that development of the "ring" project is in line "with latest scientific discoveries and inventions capable of providing more efficient means of penetrating the 'electronic curtain' of Soviet jamming."

Zenith on ABC

ZENITH Hearing Aid Division of Zenith Radio Corp., Chicago, will sponsor 10 minutes of *Monday Morning Headlines* on ABC each Sunday from April 20 through BBDO, same city. Show is broadcast for 15 minutes weekly at a different time for each zone. Seeman Bros., for Air-Wick, sponsors opening five minutes.

at deadline

HOPE TO CONSOLIDATE FILM STANDARDIZATION

INDUSTRYWIDE action by technical groups to bring all TV film standardizing studies under one roof to be started by joint committee created under NARTB auspices.

Move started by NARTB Recording and Reproducing Standards committee, revived last week with Neal McNaughten, NARTB engineering director, as chairman. Inactive several years, committee studies during last decade ended confusion in disc and tape recording by setting up uniform standards. Proposed changes in these standards based on practical use will be considered by committee.

Film standards, both optical and sound, now being worked out piecemeal by Institute of Radio Engineers, Society of Motion Picture and Television Engineers, Radio-Television Manufacturers Assn. and NARTB. Work is to be correlated and results analyzed on systematic basis.

NARTB group has created two new subcommittees covering disc and magnetic recording. Heading disc subcommittee is K. R. Smith, Allied Record Mfg. Co. Topics to be studied include thickness of pressings, fine grooves, speeds and reference discs.

W. Earl Stewart, RCA-Victor division, heads magnetic subcommittee. Topics cover timing limits, frequency response at different speeds, reel thickness, reference tape, half-track recording and signal-to-noise ratio.

THEATRE TV PLANS

REQUEST for information on plans for common carrier facilities for theatre TV was asked of AT&T, Western Union and Independent Telephone Assn. in letter from FCC last Thursday. Identical letters asked that following information be worked up for presentation at hearing, scheduled for May 5: (1) Existing or planned intercity TV links; (2) new developments in broadband transmissions; (3) ability of common carriers to expand TV networks to provide for theatre TV requirements; (4) experiences in providing theatre-TV services, and (5) intracity plans for theatre TV pickups and remote pickup facilities.

CIVIL LIBERTIES COMPLAINT

QUESTION of black listing in radio-TV because of alleged associations or beliefs will be put up to FCC in complaint to be filed this week by American Civil Liberties Union, citing specific persons, stations, and networks. Complaint, being prepared last week, is based on radio-TV blacklisting report made for ACLU by Merle Miller and being published Wednesday by Doubleday & Co. as book titled *The Judges and the Judged.*

WESTERN UNION REPORT

WESTERN UNION Telegraph Co. reported Friday February gross revenue of $16,675,319, amounting to net of $246,154 after provision of $369,000 federal income taxes, as compared to February 1951 gross of $15,314,258 with net of $471,497 after $264,000 for taxes. Revenues for first two months this year totaled $34.318,866—increase of $2,552,296 or eight per cent over comparable period last year—with net of $528,712 after provision of $767,000 for taxes.

50¢ ON RCA COMMON

FIFTY CENTS dividend on RCA common stock, payable May 29 to holders as of April 18 close, was declared by RCA board Friday. Dividend of 87½ cents per share was voted for April 1-June 30 period on first preferred stock, payable July 1 to holders as of June 9.

Business Briefly

(Continued from page 5)

8 to 10 p.m. Kenyon & Eckhardt, New York, is agency appointed to plan and prepare show.

HOPALONG ON RADIO ● General Baking Co., New York (Bond bread), through BBDO, same city, understood to be considering placing half-hour radio version of *Hopalong Cassidy*, once a week in number of non-TV markets.

JELKE CONSIDERS RADIO ● John F. Jelke Co. (Jelke margarine), division of Lever Bros., New York, through its newly appointed agency, Hewitt, Ogilvy, Benson & Mather, New York, understood to be considering quarter hour radio show five times weekly on spot basis.

KORDOL NAMES JONES ● Kordol Corp. of America, N. Y., has appointed Duane Jones Co., N. Y., to handle Dordolin, drug product to relieve arthritic and rheumatic pains. Newspapers, radio and TV spots will be used.

TODAY SPONSOR ● Mystic Foam Corp. (rug and woodwork cleaners), Cleveland, to sponsor 8:15-8:20 a.m. Wednesday segment of NBC-TV's daily *Today*, starting this week. Agency: Carpenter, Cleveland.

'VOICE' FUNDS AXED

IN SHARP reversal, House late Friday axed funds for State Dept. Voice of America and other activities. Chamber deleted $20.5 million for five new overseas stations and two sea-borne projects, and pared information budget from $133 million to $85.5 million, including VOA broadcast money. (See early story page 109.)

KENYON & ECKHARDT SHIFTS

IN REALIGNMENT of copy department at Kenyon & Eckhardt, N. Y., Garth Montgomery, vice president in charge of radio and TV, moves to copy department as one of its supervisors, retaining his vice presidency, along with Leslie Munro and Howard Wilson, who were appointed vice presidents last week. Meanwhile, Werner Michel will become acting director of radio-TV department until another appointment is made.

HICKERSON AGENCY

J. M. HICKERSON, who resigned from presidency of Albert Frank-Guenther law last month, reestablishing his own agency, J. M. Hickerson Inc., at 270 Park Avenue in New York, as a creative copy agency with efforts directed at hard selling campaigns.

PEOPLE...

DONALD A. NORMAN, KNBH (TV) Hollywood sales manager, appointed manager to succeed Thomas B. McFadden, new director of NBC National Spots Sales (see story, page 29). James M. Gaines, NBC vice president of owned stations, said Friday. Associated with NBC since 1943, Mr. Norman has been spot sales manager for western division, account executive in national spot sales, and sales director of WNBC and WNBT (TV) New York before being named KNBH sales manager in July 1950. Previously, he was field supervisor for A. C. Nielsen Co. and, before that, with Standard Brands for four years.

EUGENE KATZ, executive vice president of KATZ agency, station representative, to talk on film programming needs of local video outlets at Television Film Council's quarterly forum, to be held in New York Wednesday. **CAROLYN BURKE**, NBC's only woman TV producer, to speak on integrating film in live shows, and **DR. A. N. GOLDSMITH**, RCA chief consultant, to discuss future TV trends. Entire agenda of day-long forum, to be held in Warwick hotel, will be keyed to TV problems.

GEORGE DIRADO, formerly with Raytheon Co., Watham, Mass., appointed assistant to president of CBS-Columbia Inc. to succeed Mort Barron, recently appointed assistant sales manager.

JOSEF C. DINE, director of NBC press department, has been appointed director of public relations of Ziv Television Programs Inc., John Sinn, Ziv president, announced in a statement for publication today. Mr. Dine joined NBC six years ago. His successor at NBC has not been named.

O'NEIL, WHITE TO BE AT GENERAL TIRE EXHIBIT

THOMAS F. O'NEIL, General Tire & Rubber Co. vice president, president of Lee Enterprises and chairman of MBS, and Frank E. White, MBS president, are scheduled to be present in Washington tomorrow (Tuesday) at General Tire's elaborate exhibit in Statler Hotel. Day has been marked as "William O'Neil Day" honoring General Tire president. Exhibit shows various products and interests of General Tire, parent company of Lee Enterprises—Yankee, Don Lee and WOR divisions—and 58% owner of MBS. Radio-TV properties and interests occupy first spot inside exhibition door. Hidden TV camera picks up entering visitors, relays their picture to large TV receiver at one end of radio-TV display. Washington is first city to see exhibition. After April 16 it will probably go to Akron General Tire headquarters.

EDUCATIONAL SERIES

INSIDE OUR SCHOOLS, educational series produced by local stations with *Life* magazine and currently on WNBC and WNBT (TV) New York after having been on WHAS-TV Louisville, WRGB-TV Schenectady, and KSD-TV St. Louis, to be seen on following schedules: WEWS-TV Cleveland, Friday to end of school year; WDTV (TV) Pittsburgh, April 27 to May 3; WJBK-TV Detroit April 28 to school year's end; WFBM-TV Indianapolis. April 28 to May 9, and WCPO-TV Cincinnati, May 5-11. Other stations to focus on local schools at dates to be announced, include KNBH (TV) Los Angeles, WPTZ-TV Philadelphia, WSPD-TV Toledo, WTOP-TV Washington and WLWD-TV Dayton.

"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

"Wholehearted"

7½ MILLION "HANDS HIGH"...

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million *"hands high."* Why 7½ million? Because that is the number of hands on the 3¾ million people living within the half millivolt contour of The Team – and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes *"CBS for the Heart of America"* and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

KMBC-KFRM

The Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY